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PORCELAINES G.D.A.

G. D. A. SPECIAL OFFERINGS FOR 1910

A New Dinner Service The Louis XVI

artistic yet practical, good in cheapest designs but equally well adapted for our richest patterns. Handsome with white edge and scattered sprays. Appropriate for borders, narrow or wide. Just the thing for gold and white patterns. In a word, it is one of those shapes upon which every design looks well.

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New York Office: 29 Barclay Street

VOLUME IV
NUMBER 1

JANUARY 1910
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673

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PITTSBURGH, PA.

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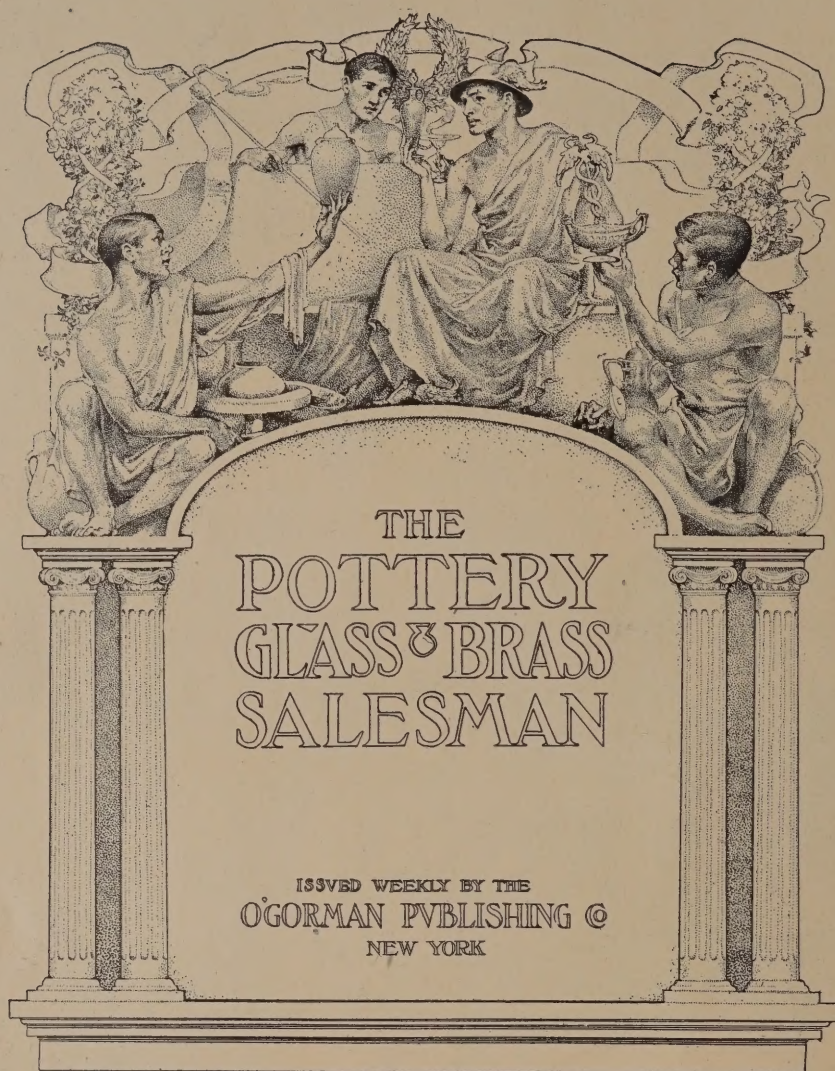
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A TRIO OF RICHLY DECORATED ANCIENT GRECIAN VASES

POTTERY & GLASS

VOLUME IV

JANUARY 1910

NUMBER 1



YELLOW NASTURTIUM PATTERN, ROYAL GUSTAFSBERG SWEDISH BONE CHINA—J. H. VENON

IMPORT TRADE HAS BEGUN

INDICATIONS POINT TO A SPLENDID SPRING BUSINESS--NEW AND VERY HANDSOME SHAPES, DESIGNS AND DECORATIONS ARE SURE TO ATTRACT BUYERS—FANCY GOODS AND TOYS IN EVIDENCE

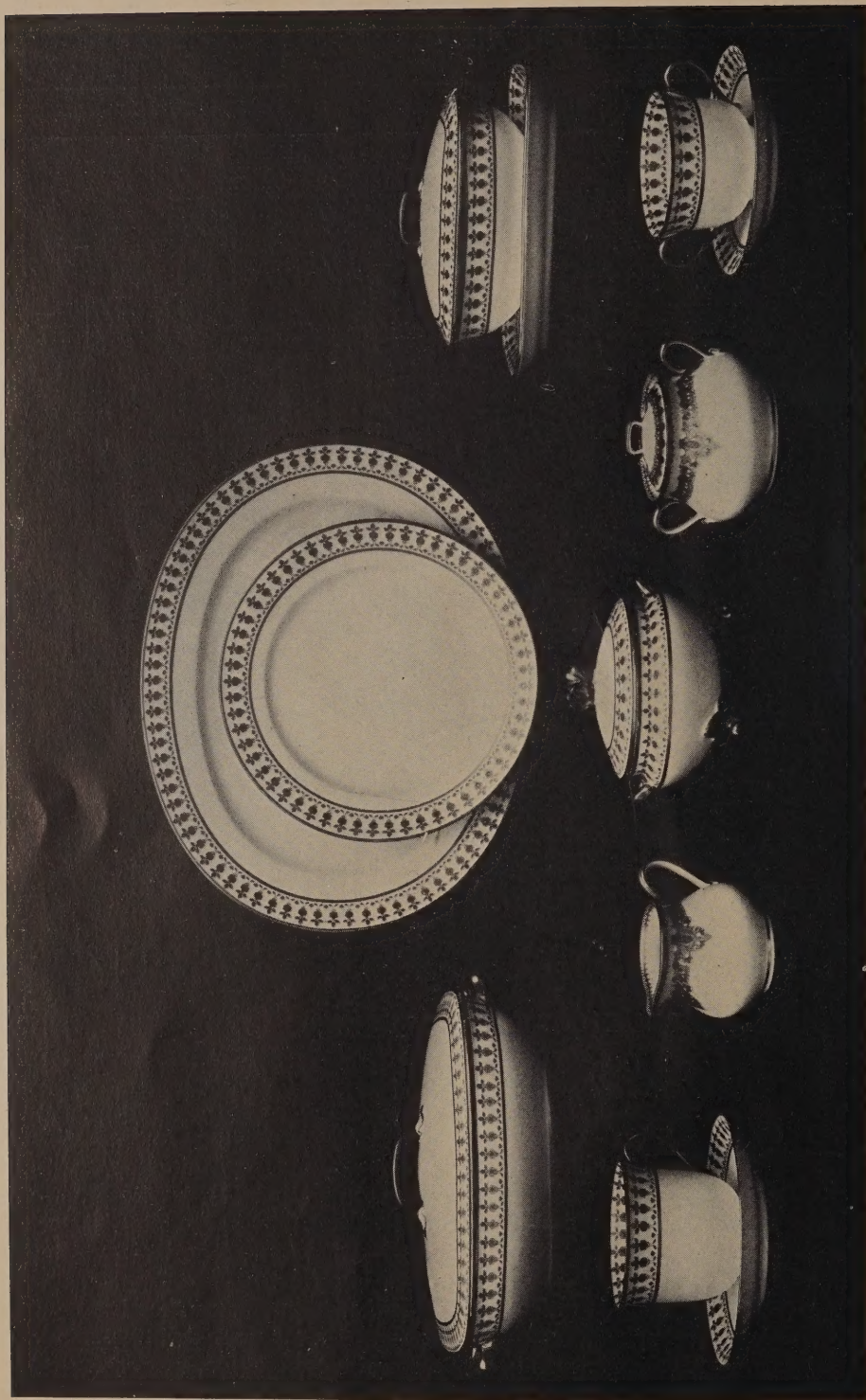
IMPORTERS say softly that 1909 was not such a bad year and in the same breath declare that 1910 is to be emphatically good. Orders received in December indicated a depletion of stocks, which meant that goods were needed. The Christmas sales were exceptionally large—in many cases larger than 1906, which was a record year. The richer and more expensive goods have been in great demand and all thoughts, as referring to importers, are on incoming ships that bear their new samples to these shores.

Collections have been unusually good all last fall and money easy, all of which justifies the foregoing assertion that buyers are looking for new wares. The maximum rates of duty

are still a menace, but recent newspaper reports indicate that the date of application may be postponed beyond March 31. From all this it will be seen that the outlook is more than encouraging and everything indicates that 1910 will be a big year.

In addition to the outlook for imported china and glass, the toy and doll features of the trade are also looming up. Extensive publicity is being given these lines, which tell of finer goods and many novelties. One house in the list of importers has taken another store into which china goods will be shown, while the former store will be devoted exclusively to a complete line of dolls and toys.

Each recurring season brings its new ideas in



NEW SQUARE SHAPE DINNERWARE, THE "CLERMONT," MANUFACTURED BY PORCELAINES G. D. A., LIMOGES AND NEW YORK

PHOTOGRAPHED SPECIALLY FOR
POTTERY AND GLASS

COURTESY OF PORCELAINES G. D. A.
29 BARCLAY STREET



FOUR SELECTIONS FROM ENGLISH SEMI-PORCELAIN DINNERWARE LINES—FURNIVALS L'T'D

shapes and decorations. In that connection it may be stated that the present season's samples indicate, not only new things generally, but decided novelties that are not in any respect akin to those that have represented the output of past seasons.

From an exclusive assortment of new import goods in the showrooms of J. H. Venon, 45-51 West Fourth Street, have been chosen three very beautiful pieces that are part of a complete dinner and fancy goods set of the same decoration. As vegetable servers, plates and cups and saucers convey an intelligent idea of the shapes, designs and decorations that compose dinner sets, they are presented in an accompanying cut. The fancy goods line comprises cake plates, comports, cream pitchers, etc. These goods are known as Royal Gustafsberg, Swedish Bone China and the decoration shown in the delicate nasturtium, flower and leaf, which is used in border fashion. A comprehensive idea of its beauty may be gained by studying the pieces as they appear in the cut, but a glance at the goods, themselves, affords the satisfaction of comparing the light yellow flower with the leaf, with which it is intertwined, and the color effect is charming in a great degree. The yellow nasturtium pattern has already won its way into the good graces of buyers, and is not only having a satisfactory sale, but meets with a cordial reception wherever shown.

A very important assortment of English china is to be seen at the showroom of George Hamilton, 25 West Broadway, agent for Furnivals, Limited, Coleridge. Through the courtesy of Mr. Hamilton a cut of four pieces, representing as many dinnerware sets, is presented. First is the "Ellsmere" covered dish, a very shapely and splendidly made receptacle. It has a narrow gold-striped edge with blue drapery deep

border, both on dish and cover, a decoration that gives it a most dignified appearance. One of the plates of another set and the cup and saucer that go with it, are known as the "transfer border." It is a very rich and modest decoration, particularly as hemmed in with a very narrow gold stripe. Attention is directed to the fine shape of the cup and its delicately designed handle. The Shanghai flow-blue plate is a distinctly Chinese conceit. The outer edge is irregular in shape and contains a 1-16 gold border. An inch below the edge is another 1-16 gold border running irregularly around and enclosing part of the blue pattern. The body contains pagodas, a boating scene and a wide-spreading native tree. It is altogether strongly suggestive of the Flowery Kingdom, and is very catchy, as the cut shows. Mr. Hamilton picked these goods out as representative specimens of his good and steady sellers that are being ordered for 1910 delivery.

As announced in our last issue, the entire collection of new patterns for the year 1910, forming the assortment of Porcelaines G D A, are ready for inspection now and a first view shows very plainly that they are a great step in advance even beyond the beautiful designs produced in the past by this factory. Prominent among the patterns already opened are some very novel treatments of their specially dainty border patterns with wreaths, medallions, laurel designs and other classic patterns, all moderate in price and dainty in execution. Besides, there are some rich incrustated effects treated in a manner which gives to them all the appearance of Russian enamel work of the best grade; they are not only rich and handsome, but form a style absolutely new, being a radical departure from previous ways of decorating Limoges porcelain.

The new shape, known as "Louis XVI," is at

once classic and practical, including the best features of the severe Louis XVI style, and at the same time, the flowing graceful patterns of Louis XV, it being, in fact, a combination of the styles Louis XV and Louis XVI. It has been suggested that the proper name for the style would be Louis XV½, as it is between the two in effect, but, as the Louis XVI predominates, the shape is called by that name. In the assortment are an unusual number of small side pieces not belonging to any service and without any fixed use, but which harmonize with every service and are useful at all times. The assortment is unusually large and the collection by all odds the most attractive and most salable that has ever been offered by Porcelaines G D A.

The design shown in our full page illustration of French china dinnerware, is one of the newest and most unique designs in Limoges porcelain, being taken from the collection recently opened by Porcelaines G D A. The pattern itself is a quaint and novel combination of geometric and floral design, giving the delicacy of one in addition to the precision and severity of the other. As shown by the illustration, this is capable of many different treatments, not only in placing and style of colors used, part of the patterns being in blue with black, part green with gold, and others a combination of the green and blue, but also in the peculiar gold treatments. On the new plain square shape, the "Clermont," the gilt handles added to the peculiar gold border are peculiarly rich and elegant. In the other shapes more elaborate in style, as well as for fancy articles, the design is treated with heavier gilding and gold dentelles. This pattern is one of the newest and best of the recent productions of Porcelaines G D A.

EASTERN POTTERS BEWARE

There is now a possibility of Wichita, Kansas, securing a concern to manufacture clay pottery of medium priced grades to supply a vast territory wherein are located jobbing houses and other concerns which use this product in great quantities and are obliged to look to the East for their supplies.

The Chamber of Commerce has now a man in view who is an experienced pottery man, both in the details of factory management and methods of marketing. He is not a capitalist but has spent a life-time in the business and is seriously considering going to Wichita. Others of his acquaintance in his eastern home city either have gone there or are planning to, and he is thoroughly informed as to the possibilities of the central location of Wichita, the distribution of the outpost, and the chance of increasing a most profitable business.

O. A. Doyle, secretary of the Chamber of Commerce, is quoted as saying:

"The wholesale and retail grocers, wholesale drug houses, vinegar works, extracts and spice mills, all use jugs, pots, jars and other earthenware receptacles, and where do they get them? From the East, of course, and pay the freight. We have the clay, as experts have repeatedly declared, or else we can get it here at a nominal price. There is a field here as yet untouched, and any one who would organize a company, and it will take very little capital, and would employ a good sized force to start with, would have a line all his own. The Chamber of Commerce would like to get in touch with such a man or men, and we have information and figures at hand ready for any one who may desire to see them."

EARLIEST GLASS-MAKING

The manufacture of glass dates from the earliest times, and no doubt originated with the Egyptians, as the oldest known specimens are those found in the tombs of Egypt, and the earliest mention of it, dating back to 3300 B.C., has been found in inscriptions of that country. After the Egyptians, the ancient people most renowned for glass-making were the Phoenicians, and the legend of that people concerning the discovery of the art has been often told. Certain Phoenician traders, it is said, returning to their home in a ship laden with natron or soda, and being compelled to land on a sandy tract on the Syrian coast, in building a fire on the sand to prepare their supper, placed their cooking pots on lumps of soda. The sand and the soda were both melted by the heat of the fire and flowing together formed a substance new to the sailors, but recognized by them as of probable value. Thus, says the tradition, was the manufacture of glass discovered. But, as the heat of a driftwood fire would hardly fuse sand, it has been said that this story only proves that the art of glass-making was very ancient.

WE LEAD COPPER PRODUCTION

It is of interest to makers of jardinières, fern dishes and other novelties in metal goods, to know that the United States easily leads the whole world in the production of copper. Statistics for 1908 show in that year we produced 430,099 metric tons out of a total production for the world of 760,773 tons. The next largest producer was the Spanish peninsula, including Portugal, which produced 53,425 tons. Third in rank came Japan, with 44,700 tons. Australasia produced 40,123 tons, Chile 38,927 tons, Mexico 38,700 tons, Canada 24,391 tons, Peru (est.) 22,240 tons, Germany 20,523 tons.

DISCREET ADVERTISING A WINNER

A MERCHANT who had goods to sell and didn't know how to draw the attention of prospective buyers to them, hit upon an idea that entered his mind unexpectedly and resolved to exploit it for all it was worth.

In his daily travels between home and his office he noticed a high mountain near which the railroad that conveyed him ran, and it was that mountain that suggested the idea referred to. I will erect a sign board on that mountain, he said, and on it display an advertisement that will make observers sit up and take notice.

The idea was put in practice when a painter appeared on the scene and rounded the ad in shape with brush and several colors. Then the merchant admired it and called the attention of fellow travelers to his big sign and asked if they didn't think the idea was a winner. None of these people was at all interested, but the merchant was so full of exuberance of spirits over his original "hit," that they hated to criticize it adversely, so agreed with him, unanimously, that he had accomplished something really worthy of praise—and they patted him on the back.

The majority of the travelers that passed the sign were of the class known as "through travel"—the element that rides long distances, visits the city once a year, or less, and isn't very often in quest of bargains. The ad was wasted on them, but they thought the merchant was enterprising, all the same, and enjoyed the mountain scenery and the big ad with feelings of commingled delight.

What the merchant really had to sell was a line of farm implements, and it was his opinion that his ad, being so prominently displayed away up on the mountain, would be seen by farmers for miles around, and it was. An intelligent person might figure that as many as twenty farmers could see and read the sign and marvel at the enterprise of the man that placed it upon so dizzy a height.

As a matter of fact, the usefulness of the ad ended right there and the merchant in due time was unable to determine which had gotten the greater benefit, he, or the man that painted the sign.

The experience of this man with the original idea, is of the kind that has come to many that have gone ahead and plunged recklessly without asking counsel, only to find that they had wasted good money that might have been spent in judicious business-bringing advertising, placed on the commercial stream whose ever changing tide is sure to carry it to the havens where it will be seen, read, studied and then acted on. Results are

what make advertising pay and the advertiser that pins a big sign at the summit of a mountain, without first asking himself whether the multitude that he seeks to reach will see it, is as foolish as the dupe who was persuaded that the moon was made of cream cheese.

As we exist today the whole world is an advertising sign and competition wages bitter as to who will win unto himself the greater portion of the earth. The field is so great, therefore, and favor so fickle, that it behooves the man that wishes to bring his wares into the limelight, to seek the very best channels of publicity, and if he doesn't know where they are located, then the time is ripe for him to seek counsel from among those who make the writing and placing of advertising their profession.

This suggestive remark was recently made by a man allied with a trade publication. "I would like someone to advise me of a branch of industry that is not represented by a paper of some sort, for if I ever hear of such an omission I will champion it at once." The remark of this individual should make it clear to the discerning tradesman, that if every industry is represented by a publication, then the interests must be in common, one with the other. They are, in fact, posed in just that attitude. The publication is not the paid agent of the industry it represents, but it has to exist for the good of the cause. The profit that enables it to thrive, pay salaries, printers, paper makers, landlords, etc., is not derived from the list of subscribers, unless in part, but it does come from the advertisements inserted by the various manufacturers and others in the trade the publication represents, paid for at schedule rates and by contracts.

This is what is honestly termed *discreet advertising*, the plain and intelligent argument being, that the paper which exploits the doings and happenings of a certain industry—which advises editorially—in short, which takes up the burden of the cause it represents and fights to upbuild, improve and make its conditions more nearly perfect, and introduces to the man who buys the products of the manufacturer, both in picture and prose, should get the support of these persons in a substantial amount of paid advertising, that should be as continuous as the regular issue of the paper itself, for on this basis only can the manufacturer expect to retain the medium that is his champion.

There's nothing new in saying that it is always a good plan to spend money where it will produce the best results. Some people claim they do so, and others think they do.

MODERN RUSSIAN CERAMIC WARE

DEMONSTRATIONS OF IMPERIAL RUSSIAN FACTORY AT RECENT BUILDING EXPOSITION AT ST. PETERSBURG

ALTHOUGH to a relatively limited extent, the recent International Building Exposition at St. Petersburg included specimens of fine ceramic ware, which has of late been so extensively adopted for interior decoration.

The principal ceramic feature of this exposition was the exhibit of the Imperial Factory, which is reproduced (thanks to the courtesy of the *Tonindustrie-Zeitung*) in the accompanying illustrations.

These represent the latest developments of the factory's progress, but as the artistic work of the establishment culminates at the end of the year (when the work of the annual period is submitted to their Imperial Majesties), the selection available for an exposition opening in May was of necessity limited. It has, however, been remarked that this choice embraces shapes in harmony with the raw material employed, while in the decoration only those agents are used which are so united with the body by the firing, that the two cannot be destroyed separately. In this way is explained the almost perfect transition to underglaze



painting revealed by the objects exhibited. A richness of shading results which banishes the cold photographic tones of former underglaze painting; thus distinguishing the work of the Imperial Russian Factory from that of the Royal Danish Porcelain Factory. Only experts know how much trouble and attention are needed, to attain the delicate harmonic effects of underglaze painting. In this point the co-operation of the artist and the practical worker are needed, while the artistic value of the product likewise

depends on the influence of the flame and gases in the kilns.

In the specimens exhibited, various kinds of firing were illustrated. A small vase "Palermiana" shows yellow to reddish brown tints of remarkable warmth and depth, which had passed through a strongly oxydizing fire, while the vase entitled "Acacia" had been in a neutral fire; another vase showing that with such a fire a strong red could be produced.

In the Russian Imperial Factory, the *technique* of glazing is applied to the covering of





relatively large surfaces. Vases in light yellow and in chocolate brown displayed a fine crystal-line glaze. Others which attracted attention had transparent and opaque color glazes.

One remarkable characteristic of the work shown by the Russian Imperial Factory is the varied form in which all ceramic *techniques* have been utilized; each form of technical treatment having had the opportunity of contributing to the work; thus demonstrating that art and science are forces of a kindred nature, which, by co-operation, will attain the artistic object in view.

Apart from the noteworthy exhibit of the Imperial Factory, the chief interest attached to

the products of various government schools. The Stroganow Drawing School, at Moscow, has within the last year taken up porcelain manufacture as a special branch of instruction, and has endeavored to make the course as varied as possible. The specimens displayed of painting under and overglaze, relief and outline drawing, crystal and running glazes, are considered remarkable in view of the relatively short time this branch of the school has been in operation.

The Central Drawing Schools which were founded in St. Petersburg by Baron Stieglitz, and the Mirgorod Ceramic Schools made collective exhibits of artistic majolica.



PAPER MILK BOTTLES NOW

THE microbe has caused such widespread terror among the medical fraternity and the people at large, that a "dead set" has been made against it wherever it is supposed to exist.

Milk is probably as great a receiver of germs as any commodity used by the human race and a very great effort is being made to keep it free from all disease-breeding substances. The time-honored tin pail of a past generation, gave way a few years ago to the more sanitary glass bottles with the patented tin caps. To the best of the ability of the microbe fighters these have been made as sanitary as possible, but they do not seem to be as near perfection as a

new corporation known as the Single Service Package Corporation of America seems to think, so that concern has entered the manufacturing field with a capital of \$2,500,000, for the purpose of producing a paper milk retainer, as a substitute for the present glass receptacle now universally used.

IMPORTS AT PORT OF NEW YORK

Week Ending	China	Earthenware	Glassware
Dec. 11.....	\$53,710	\$15,122	\$43,794
Dec. 18.....	59,754	12,026	18,768
Dec. 24.....	44,199	15,145	34,907
Dec. 31.....	22,495	11,107	12,039
Total	\$180,158	\$53,400	\$109,508

FOR HIGHER GRADE CUT GLASS

A meeting of the manufacturers of figured blanks and several representatives of glass cutting firms, was held at the Hotel Manhattan, this city, December 30, to take action toward the production of a better quality of cut glass than has been of late turned out. In order that the industry may desist from finishing any more inferior goods from the blanks purchased from the makers, it is learned from an authoritative source that the figured blank makers may in future insist on an agreement something like the following:

"All blanks purchased under this agreement are sold subject to the express condition that they shall not be re-sold until they shall have been converted into the product known as cut glass by smoothing and polishing the exterior surface in the manner commonly practiced in cutting houses. Any violation of this restriction will be treated as an infringement of the Letters Patents, under which the articles are manufactured, and will render the offending party liable to an injunction and damages. The purchase of these articles constitutes an acceptance of these conditions."

The meetings on December 30 was not an open one, there being represented but a few of the cutting shops. The blank manufacturers have consulted with some of the larger cutting shops and there is now a strong prospect of calling another meeting later on, when something more decisive may be arrived at.

BUYERS' SPECIAL RATES

The customary merchants' rates to New York City from Trunk Line and Central Passenger Territories have been authorized for the spring, 1910, meetings of the Merchants' Association of New York. The special fare, effective under the certificate plan, will be a rate and one-half for the round trip. There have been sixteen selling dates, arranged in four series of four each, to accommodate merchants in the various trades who desire to visit the New York market.

The selling dates are as follows: *Trunk Line Territory*.—January 15th-18th, inclusive; February 19th-22nd, inclusive; March 5th-8th, inclusive; March 19th-22nd, inclusive, with a fifteen day return limit. *Central Passenger Territory*.—January 15th-18th, inclusive; February 5th-8th, inclusive; February 19th-22nd, inclusive; March 5th-8th, inclusive with a thirty day return limit.

Out-of-town merchants are urged to obtain an identification card from a resident member and visit the Association's offices as soon as possible after arrival in town, thereby giving time in which to secure the correction of any

patent error in the return trip certificate, as well as affording opportunity promptly to obtain Pullman reservations for the return trip, after the certificate has been validated.

Ticket agents of the various railroads, included in the Trunk Line and Central Passenger territories will furnish buyers with full particulars.

AMERICAN EXPOSITION ABROAD

DURING the months of April, May and June, 1910, an American Exposition will be held at the German Capitol, which is primarily designed to strengthen and stimulate our relations with that country. It is predicted and hoped that it will prove an important factor in increasing our export trade generally and to that end the widest publicity is asked for it.

Aside from the various grades of goods produced in the trades represented by this magazine, the United States has great interests in common with Germany in the production of a vast array of other manufactured goods, that could not fail to receive valuable publicity, if shown at the Berlin Exposition, so that the undertaking is entitled to the general support that it is likely to receive.

The gentlemen behind the plan are representative of the highest circles in manufacture, business, commerce and art.

PRETTY INTERIOR DECORATION

We are living in an age of interior decoration when there is a predominant idea of a color scheme, and we should buy every article of furniture with the artistic eye wide open. The latest aid to the injured living room of twenty-five years ago is seen in one of the new potteries. It is reasonable in price, and has the added recommendation of a bluish green color which harmonizes with any other tint or shade. There is a great assortment of designs and color combinations from which you can select your lamp and vases—mark you, and vases, for this is the idea that is distinctly new.

The design of the lamp is duplicated in the flower vases, and this uniting of the artistic with the utilitarian gives a most pleasing effect on the library table.

For the person of esthetic taste but a limited pocketbook there is a clever combination in the same ware. The "lamp by night and vase by day" has the supporting column of the lamp, with four hollow ones at the base in which the flowers can be placed.

A man is indeed quarrelsome when he isn't on speaking terms with his own conscience.

GOOD SALESMANSHIP DEFINED

WHAT constitutes good salesmanship?

That is a question we hear asked every day. It has its answers, and they differ as materially as those that have been given as to the age of Ann.

But, what is really good salesmanship, in the sense that everybody in business has something to sell and must employ someone to dispose of it?

One might say that anybody with a glib tongue can sell goods. Well, maybe that is so, but is such a salesman a good salesman, just because he has the gift of gab and can talk people into his way of thinking, thereby getting rid of his employer's wares? All people are not fools, as is proved by the utterance of Lincoln when he said that "you can't fool all of the people all the time."

It is a pert question to ask, is it good judgment, or is it judgment at all, to attempt to fool a person even once? If such an attempt is made and successfully carried out, it suggests another question: If a salesman succeeds in selling a person an article once, and he knows he is doing it through misrepresentation, then doesn't the same element of sagacity, that inspired him to deliver the profits to his employer under false pretences, enter into the proposition that he has done a big thing—as viewed from his standpoint—but can never hope to repeat?

We all know that the "original" peachblow vase was sold to any number of persons through misrepresentation. The salesman who perpetrated the frauds may have thought they were the heroes of smart and advanced salesmanship, but, when the whereabouts of the real curio came to light the buyers of the alleged original must have felt that they were truly unsophisticated, or that the salesmen who swindled them were accomplished scoundrels.

Good salesmanship is reckoned from so many different points of view that, to define it in a way satisfactory to all, is about as difficult a task as that of the camel in scripture passing through the eye of a needle. Many salesmen are, admittedly, butting against a stone wall, by which is meant that they have insurmountable objects strewn in their path. One of these, and maybe the most difficult to contend with of them all, is the employer. There are some employers so dense and undiscerning that they imagine all they have to do is pile up a lot of rubbish, placard it with enticing language and then order their salesmen to shoot off the firecrackers and bring in the crowd. The crowd, unfortunately, bites at the bait, as crowds always have done, and will continue to do

when the yet unborn generation enters the field of bargain hunting.

In the name of honesty is this good salesmanship, is it salesmanship at all, and if not, then what is it? You have heard, perhaps, of the people that purchased lots by the sea from real estate companies that recommended them on account of the bracing salt air, romantic surroundings and strong likelihood of a rapid advance in price in the near future; also that these same people, when they went forth to locate their holdings, found they were discernable with the naked eye, only when the tide was low. It took some sort of salesmanship to dispose of those lots; there isn't any other name for it, unless you might employ the two very objectionable words—"sharp practice."

There are men masquerading as salesmen who might be more useful in a stone quarry, for they could swindle no one there. The title "salesman" has been horribly maltreated, but has weathered the storm bravely and is still doing a land office business at the same old stand. This is as it should be, for the community still has on it books a brilliant array of men who sell goods for a living and have consciences that have no reason for troubling them in the least.

But, the question still is unanswered, "What is good salesmanship?" A man with an Apollo-like figure, commanding presence, a well-fitting suit of clothes, high collar and up-to-date tie, may pose as such and hold the title, but is he making good? Is he selling his employer's wares to discreet buyers and representing them to be just what they are, or is he indulging in a lot of fol de rol talk that has no bearing on the subject and filling the buyer with a feeling of disgust?

Good salesmanship does not consist of misrepresentation, deception, loud or excessive talk or braggadocio. It's the result of one grand combination—an honest, conscientious employer, who insists on a plain statement of fact, with no embellishment, and a man behind the gun, who knows what the goods are, who can speak decisively and fearlessly of their good quality and is willing and glad to stake the reputation of his house on what representations he has made.

The buyer who has the good fortune to deal with this sort of a combination will win out and make a name for himself with the firm that employs him. He has made a friend of the house he trusted and the salesman from whom he buys. The salesman then controls his trade and becomes a valuable asset to his firm. This resolves itself down to good salesmanship.

THE FIRST GUN

A miniature of the cover design of the new weekly, *The Pottery, Glass and Brass Salesman*, which will begin issue on February 2nd, appears on an announcement folder recently sent to the trade throughout the country by the publishers. The design is by C. A. Winter, the most noted artist in stipple work in America, and is fully up to that famous gentleman's best work. It is an allegorical grouping of figures representing the pottery, the glass worker and the metal craftsman, each offering his best productions to Mercury, the God of Business and Patron of Travelers.

The announcement says that "the design probably cost more money than was ever before expended for a trade paper cover, but is only an indication of the progressive spirit that will dominate every department."

Mr. J. F. O'Gorman, the power behind the new enterprise, has sustained his reputation for originality of ideas and the necessary courage to put them into execution. This trade publishing field will be the better for his "taking the plunge into journalism," to quote the announcement. It has stirred the trade as no incident in over a quarter century.

The field is large enough for just two live papers—one weekly newspaper and one monthly magazine. No more.

GEO. BORGFELDT & CO. MOVES

PROBABLY the most significant thing that has occurred in the trade of late and refers to the new year, was the removal of the large importing house of Geo. Borgfeldt & Co., from the old location on Fourth Street, to the firm's new and specially erected eleven story steel and brick building at the corner of Irving Place and Sixteenth Street. The doors were thrown open on the morning of January 3, when a gathering of invited guests assembled to enjoy the opening with the firm's representatives, extend congratulations and look over the display of goods, all of which are entirely new from the foreign factories.

While the complete display will not, as usual, be ready until early in February, still the change of location and moving in no way interferes with the import season. The various floors have been apportioned as follows: First floor, executive, financial, general offices and shipping department; second floor, bronzes, marbles, art wares, imported jewelry and fine leather goods, American Pottery and fancy glassware, American cut glass; third floor, French china, German and Austrian dinnerware, white china for decorating, table glassware, fancy glassware; fourth floor, German china, fancy china lines, bisque figures and ornaments,

toy tea sets, earthenware; fifth floor, house-furnishing goods and baskets, Standard Enam-eled Ware Co., cutlery, foreign food products, china specialties; sixth floor, musical instruments, stationers' sundries, smokers' articles, optical goods, American and foreign fancy goods, pictures and leather goods, American electroliers, Japan Importing and Exporting Commission Co.; seventh floor, druggists' sundries, Japanese brush department, perfumery and soap, Hanover Vulcanite Co., foreign and American notions; eighth floor, dolls and doll sundries, American toys; ninth floor, foreign toys; Christmas, Easter, Hallowe'en and special holiday novelties; tenth floor, stock room; eleventh floor, packing room, shipping room. Beneath the roof is located the photograph gallery and repair shops, while the basement contains the receiving department, ventilating system, cold water plant, engine room, boiler room and vaults.

And to meet a persistent demand there has been added a line of high-grade foreign condiments and delicacies, representing the best food products of France, Holland, Germany, Switzerland, Italy and Spain.

FINE SWEDISH CRYSTAL

J. H. Venon returned from Sweden a few days ago, where he went to put the finishing touches to his new line of glassware made by Aktiebolaget de Svenska Kristallglasbruken. Mr. Venon has decided this season for the first time, to introduce solely the lines of full crystal made by the Kosta factory, although he is agent for seven Swedish glass factories. This has been done, owing to the fact that recently a most beautiful quality of crystal has been made at Kosta similar, in fact, to the highest grades made in England, the composition of the metal being somewhat similar.

This new line of glassware will be a radical departure on the American market. It includes plain, etched, and gold patterns, particularly a very strong line of Rock Crystal patterns. It will be well for buyers to take in consideration the fact that something new has turned up in the glass line and to inspect the samples before purchasing imported glassware.

This ware is designated by Mr. Venon as "blue diamond crystal," owing to the magnificent white quality of the glass; this is obtained by using wood instead of coal in the making. All the other countries, it is remarked, had to quit using wood long ago, but the forests of Sweden are not yet depleted.

The average young fellow would be perfectly willing to die for some girl, provided she would allow him to fix the date.

GLIMPSES OF GLASS HOUSES

THE outlook for a continuation of good business is very encouraging at all points. It depends altogether upon what grade of glass one is manufacturing, as to whether there is a boom, or modest business being done at present. It is learned from one large manufacturer of cut glassware that during the recent depression the plant was in full operation and the dull trade conditions were forgotten. Another large and prominent cut glassware manufacturer has felt the grind of excessive competition and pronounces trade only fair with the supply greater than the demand. Still another firm that produces all kinds of glassware and even lamps, is sponsor for the statement that the year 1909 was the best in the concern's history.

In any event the demand, where one is found, is for the best grades of cut, blown and pressed table glassware, rather than the cheaper grades, and this would appear to indicate a more plentiful circulation of money. A good, steady, healthy condition of business is what all interested are seeking, and they are not expecting any abnormal boom, for there is nothing to justify it. The regulation of prices to a condition that will enable manufacturers to continue business without making goods to sell at a mite above cost, in order to meet competition, will sound the keynote of a more prosperous trade than has been experienced in years—so representatives declare.

Moundsville, W. Va.—The Fostoria Glass Company is now building a set of producers for one furnace to burn gas, and after the trial passes the experimental stage and this one furnace is at work, the company purposes equipping its entire plant.

Galveston, Tex.—Following mention of the prospects of an automobile factory locating here, the Chamber of Commerce, which has been quietly working along prescribed lines in the interest of locating factories, is in receipt of a letter from a Michigan cut glass company in which it is stated investigations are being made with a view of establishing a branch house in Galveston. The cut glass concern is not asking for any bonus or site but merely states that it is contemplating locating an establishment here, and asks many questions about conditions, shipping facilities, etc.

Canastota, N. Y.—This village has been stirred by a rumor that the Ideal Cut Glass Company, which located here some time ago, was going to remove to Chittenango, N. Y., not

only to obtain more room, but because help was more plentiful in the latter town. Another report credits F. R. Morecroft, managing director of the company, with having made a denial of the rumor, also with admitting that his company has been conducting negotiations with other towns, simply with the idea of finding a place to care for the large extra business that it contemplates doing. The Business Men's Association of Canastota have been very busy in the town's interests.

Elmira, N. Y.—The Elmira Cut Glass Company, turned its factory showroom into a retail salesroom for shoppers during the recent holiday season. Being located convenient to street car lines, the factory did a fine business, all the pieces offered being 1910 models and very attractive in appearance. Factory prices made the sale still more alluring.

Cambridge, Pa.—The plans of the Cambridge Glass Co. to start the Byesville factory have been dropped on account of inability to get gas.

Jeanette, Pa.—The L. E. Smith Glass Co., has been purchased by the American Glass Specialty Co., Monaca, Pa., which business was developed to the point when it became necessary for it to secure larger quarters, that orders might be filled promptly. Both plants will be operated as before, under the American's management. H. C. Frey, president of the Beaver Valley Pot. Co., is president. The directors are H. C. Fry, Geo. Green, W. H. Searles, Edward Allison and Joseph Irving.

Cambridge, O.—Not only is the plant of the Cambridge Glass Co. being operated to capacity, but the plant at Byesville has been started, in order to keep up with the rush of work.

Bridgeville, Pa.—The Higbee Glass Co. is making rapid strides, and, in common with other glass industries, is working to the full limit, with an outlook fully as bright for 1910. Another furnace has been added to the plant.

DECLARE A DIVIDEND

The Board of Directors of the Pittsburg Lamp, Brass & Glass Company has declared the regular quarterly dividend of $1\frac{3}{4}$ per cent. on the preferred stock, payable January 1.

The only cure for old age is to die young.

PERPETRATION OF FRAUD

CONSUL Maxwell Blake, in writing from Dunfermline of the frauds which are still perpetrated on the inexperienced collector of old silver and china and period furniture, by dealers throughout the United Kingdom and Continental Europe, says:

"The United States is reputed by the well informed to harbor more "artistic atrocities" that were purchased as genuine, than any other country in the world, and we may see even a greater flux of pseudo works of art to American shores unless these frauds are detected by government experts, or rejected by the public taste. The purpose of this article is to state facts, not opinions, and it is not addressed to the experienced collector. A real service, however, may possibly be conferred by warning the inexperienced—those who, perhaps go abroad for the first time and find the curiosity shops places of interest, and many of whom, doubtless, can little afford to be so heavily penalized for their credulity by antique dealers."

Referring to the frauds in all articles that appeal to collectors, Consul Blake has this to say concerning china.

"The collection of china, likewise, must inevitably lead the novice to an even more hopeless plight. Genuine examples of Dresden, Chelsea, Worcester, or Bow are worth more than their weight in gold; yet what one may fondly imagine to be a convincing piece, with its refined decoration and simple gilding, bearing the golden anchor, is not a bit of old Chelsea, but a "fake" made by well-known firms on the Continent. Only the uninitiated now put any reliance in "old marks." They are meaningless, and are freely applied to modern copies with open and notorious forgery. There are occasionally some rare pieces of china and pottery yet to be procured, as well as genuine examples of the more recent periods of some of the notable factories (usually early Nineteenth Century), such as Derby, Worcester, Spode, Coalport, and Rockingham china, and Wedgwood, Spode, Mason, and other Staffordshire potteries. These may possess some slight sentimental and antique value, and are well worth buying for practical use, but in themselves they can not be called fine and are otherwise unworthy of collecting. But even then such pieces should be purchased only under expert advice and with a written guaranty of genuineness.

With reference to the effectiveness of the written guaranty the English courts have recently sustained the contention that if a false description of an antique is given in the invoice, the purchaser is entitled to full recovery. The written guaranty is therefore far from being

valueless and should always be insisted on as a protection. Furthermore, any evasion or hesitation on the part of a dealer to give one should be accepted as a token of his dishonesty."

BOOK NOTES

PEWTER AND THE AMATEUR COLLECTOR, by Edwards J. Gale. Published by Charles Scribner's Sons, New York.

Mr. Gale, in gathering the facts for this work has been very successful in furnishing material which is of inestimable value to those whose bent is the collection of pewter wares. It tells in comprehensive style, about the old ware with a general historical review and list of pewter articles, including composition, methods of making, distinctive qualities, discriminating selecting, English and American pewter, list of makers and some interesting data about modern pewter and various wares of the eighteenth and nineteenth centuries. The book contains forty-one beautiful illustrations.

NEWLY INCORPORATED

Chicago Glass and China Company; capital stock, \$25,000. To manufacture and deal in china, glassware, stoneware, hardware, etc. Incorporators, H. J. Rosenberg, N. Goltra, and H. J. Lurie.

The Nash Bros. Co., Cortland, N. Y., Co-operative department stores; all merchandise; capital, \$25,000. Incorporators, G. G. Nash, W. R. Nash, F. A. Nash, Cortland.

Atlanta, Ga., china, etc., William Lycett, Son & Co., incorporated with \$10,000 capital stock, by Edward C. Lycett and Mrs. C. W. Lycett.

The Bohemian Pottery Co., Zanesville, has been incorporated by Edwin Munch, John H. Stroop, Clement A. Maxwell, Lola E. Munch and Margaret M. Stroop, with a capital stock of \$15,000.

THE SALESMEN'S DINNER

More than 100 members of the Pottery, Glass and Brass Salesmen's Association dined at the Hotel Astor on the evening of December 30. None of the diners looked as if the year now fading had been unkind to them, and all who spoke had a cheerful word on the prospects of 1910. Among the speakers were: Prof. Joseph M. Tilden, of Brooklyn; Charles Herman, Robert Frothingham, advertising manager of *Everybody's Magazine* of the Butterick trio, and Francis B. Lee, of Trenton.

J. R. Hopkins, of St. Joseph, Mo., recently cleared through the local custom house, two carloads of chinaware and novelties from Japan.



NEW YORK SHOWROOM OF S. A. WELLER, ZANESVILLE, O., 57 PARK PLACE



NEW YORK SHOWROOM OF THE H. C. FRY GLASS CO., ROCHESTER, PA., 66 MURRAY STREET

PENCILINGS OF POTTERIES

The potteries throughout the land are about to reap the reward due them as the result of three months of unusual activity—a period that not only enabled them to catch up with the previous nine months of dullness, but to exceed the record of 1908. The year 1909 closed with a rush of orders and there was a general resumption after January 1, when the holidays closed. Manufacturers have been in receipt of numerous queries from buyers, who wished to know about the character of the 1910 production. Buyers have begun to visit the potteries to see for themselves and then buy, as the stocks of jobbers and retailers have become very low.

Blue willow ware, it is announced, will be made in the western district this year, for the first time. The new shapes and decorations in dinnerware about which so much has been said, have appeared and they are attractive enough to catch the fancy of discerning buyers. The new year has started right and indications are that 1910 will be a year of uninterrupted prosperity with the potters.

Sugar Creek, O.—A report says that plans are on foot to locate a pottery here. The supply of both natural gas and good clay is plentiful.

Crooksville, O.—Every pottery and stone-ware plant in the city is running full time and quite a number are either building additions or are planning to do so in the near future. The Burley & Winters Co. is building a 24x50 two-story addition that will cost \$2,500. The A. E. Hull Co. is spending \$10,000 in improving its plant and increasing its capacity. The Globe Stoneware Co. has contracted for an addition to its plant that will cost \$5,000, to be ready for occupancy February 15. The Keystone Pottery Co. has just finished a two-story brick addition to its factory at a cost of \$6,000. The Star Stoneware Co. has completed a new stock shed, 90x170, with concrete floor, at a cost of \$7,000.

Plum City, Wis.—Three experts from Red Wing, Minn., have inspected the pottery clay beds six miles north of here. These men represent the Red Wing Pottery company and are looking over the country and examining the clay along the head waters of Plum creek with a view to either establishing a pottery there or shipping the clay to the pottery at Red Wing.

New Castle, Pa.—New glazes and decorations are being shown on a new line of vitrified

hotel china, which the Shenango China Co. has presented the trade, from its plant at New Castle, Pa.

Richmond, Cal.—The Pacific porcelain and pottery company has purchased for \$12,000 the site of the old Van Emden cocoa company near the Southern Pacific company station, north of Macdonald avenue. A \$60,000 plant will be installed at once. It is expected that from 75 to 100 men will be employed.

Sebring, O.—This town, with four large potteries in successful operation, now ranks third in importance among the pottery centre of this country.

Washington, O.—Once more the pottery is idle. The plant was started several years ago by the Chaseland Pottery Co. When operations ceased a company was formed, known as the American Mutual Pottery Co. Then operations stopped again. Later the property was started under the name of the Beatty-Buxton Pottery Co., and once more operations have suspended. An application was made for a receiver for the plant by David J. McDaniel, who is surety for the company to the extent of \$30,000, it is said.

Trenton N. J.—Pottery manufacturers in this section of the east are enjoying marked prosperity. While there is a large amount of domestic pottery made here, of which considerable of the white ware is decorated in shops outside of the potteries, an extensive business is being done in the sanitary line, in which this district leads the country.

Although the factories hereabouts take account of stock around the first of each year and usually shut down for that purpose, they were so busy this season that that formality was omitted. Great shipments of goods were made toward the close of the old year.

Kittanning, Pa.—Potteries at Kittanning and Ford City, Pa., which are operated under the management of Charles Howell Cook, of the Cook China Co., Trenton, are being worked to their capacity, and enough business is in sight to keep them in active operation for months to come.

East Liverpool, O.—Additions have been made to the clay department of the Globe Pottery Co., to increase its output. Several jiggers have just been installed. New mills have been installed in the glaze department, in-

creasing its capacity about one-third. Under the management of Clarence H. Bauman this plant is being operated to its full capacity, and is doing a larger business now than ever in its history.

Two new novelties have been brought out by the potters of this district during the past few weeks. One is a plaque clock, the production of the Potters Co-operative Co., and a double-handed and double-spout cream or molasses holder by the East End China Co.

Additional jiggers have been placed in the clay shops of the Homer Laughlin pottery at Newell, W. Va., the largest general-ware pottery in the United States. It has a capacity of 32 kilns, and these are being operated continuously.



Salineville, O.—William Polk of East Liverpool, will likely become associated with the firm of Miller & Coulson, Pittsburg, Pa., and purchase the plant of the Dresden pottery at Salineville, O. It is planned to manufacture a porcelain reservoir for lavatories.

IMPORTANCE OF TRADE PAPERS

A very fitting recognition of the growing importance of trade publications has just been given by New York University in the inauguration of a Department of Journalism in the School of Commerce, Accounts and Finance. "Trade and financial journals," says the official announcement of the Department, "have become within recent years a powerful force in business life. There still remain great opportunities for expansion and improvement, and a career in this field should appeal strongly to persons who possess ability and the right kind of training. It is believed that the School of Commerce, Accounts and Finance, in connection with the Department of Journalism, can now offer a remarkably comprehensive and efficient training for such work."

There is hardly a business man who does not scan his trade journal more closely than he does his newspaper. This new department, established by one of the foremost educational institutions of the country, will undoubtedly help to their further development. Up to this present time adequate preparation for work on such publications has not been easily obtained.

It is peculiarly fitting that New York University should be the first to give this deserved recognition, for the School of Commerce, Accounts and Finance has already established a reputation for giving practical education. It is noteworthy that the men who are at the head of the new department are all practical newspaper men, and some of them have been on the staffs of trade and financial journals.

Energy when controlled by sanity, works wonders; when allowed to run riot, spells failure. Uncontrolled energy crushes conservatism and makes puppets out of otherwise successful men. Don't smother your energy, just get it under control. It will mean your greatest asset.

TWO FINE INTERIORS

The illustrating of stone interiors having become a prominent feature of trade journalism, this magazine finds that the pottery, glass and lamp industries furnish ample scope for exploiting these attractive pictures.

The cuts shown in this number are interiors of agencies in the New York wholesale district. One illustrates the store of S. A. Weller, the Zanesville, O., manufacturer of high-grade art pottery, among which are some splendid shapes in green mat ware, jardinières, fern dishes and numerous fancy goods. Mr. Woodworth, who is the agent, has but very recently returned from Zanesville, and he said he never saw such a bee-hive of industry as the Weller factory. They are turning out carloads of new goods and selling them in accordance with the great demand that has been created, as a result of their high quality and originality.

The other cut shows the interior of the show room of the H. C. Fry Cut Glass Co., and the Empire line of cut glass, at 66 Murray Street, of which W. H. Upham is agent. This room is one of the finest in the district, not only as to appointment, but the very high quality and great variety of the glassware displayed. Attention is called to the tall punch bowl standing in the center of the table, surrounded by cups. It is more than three feet high and a most beautiful creation in cut glass. It was exhibited with several smaller pieces, at the Clark-Lewis Exposition, at Portland, Ore., in 1905, and received the first prize award. Its value is \$2,500.

SALESMEN MAKE CHANGES

A number of changes in salesmen in the Western pottery district may soon be announced by the manufacturers. So far it is given out that Thomas Copperstone will leave an eastern importing house to take his former position with the Vodrey Pottery Co., and that W. C. Brown, formerly with the Sebrings at Sebring, will be with the Potters Co-operative Company George S. Davis, who has been with this firm, will go with a large New York house which will install a domestic pottery department.

When we occasionally do meet a man whose head hasn't been turned by success, we naturally conclude that he has a stiff neck.

NEW POTTERY COMBINE

UNDER the name Eastern Stoneware Company, a new corporation has come into existence by merging several individual plants located east of Illinois, thereby creating one vast enterprise that will control the entire output.

The following manufactories are concerned in the merger: Ransbottom Brothers, Roseville, O., Burley-Winters Pottery Co., A. E. Hill Pottery Co., Keystone Pottery Co., Star Stoneware Co. and the Crooksville Pottery Co., all of Crooksville, O.; C. W. Stine Pottery Co., White Cottage, Logan Pottery Co., Logan, O. and other plants at Akron and New Brighton, Pa.

The details of the new organization were carried out at a meeting held recently in Pittsburgh, where a sales agency is located. While the agency is primarily for the sale of stoneware, the pottery manufactured by the interested companies now marketing stoneware and art pottery, will also be handled.

Zanesville is the headquarters of the Company and from that city all the sales of the manufactories represented in the merger will be handled, and about forty traveling salesmen will go on the road from that point.

The officers of the company are: president, C. W. Stine, White Cottage; vice-president, Wilson Winters, Crooksville; secretary E. L. Taylor, Crooksville; treasurer and general sales manager, Frank Ransbottom, Roseville.

The following statement made by one of the manufacturers, explains why the combine was affected. "The association is simply designed to lessen the expenses of putting the products on the market." "In fact it can be stated that the Eastern Stoneware Co. will simply be jobbers for the manufacturers, and that the pottery men will sell all of their wares to the Zanesville agency for distribution, instead of being put to the expense of maintaining a large number of traveling salesmen on the road. Then the expense of manufacturing can be reduced in other directions also. The stoneware manufacturers have held many meetings the past three years in the effort to establish a sales agency and have at last succeeded. We will all maintain our separate plants and operate independently as ever."

A GIANT TEAPOT

Once in a while in going the rounds one runs across something that suggests abnormal proportions. Just such an article is on exhibition at the showrooms of Robert Slimmon, 96 Church Street. It is a dark, artistically shaped stoneware teapot, with a capacity of two gallons. It was made in England for exhibiting

purposes at the St. Louis Exposition. Among those that participated were India tea merchants, and England sent an exposition committee. The teapot attracted so much attention that a suggestion was made that it be utilized, so the tea merchants agreed to furnish the tea, while England furnished the pot. The result was that every time the English committee met they sipped India tea and both the merchants and teapot got well advertised. At the close of the exposition the big teapot was sent to Mr. Slimmon and now he keeps it perched above his general line of teapots as though to hold sway over the entire lot. Mr. Slimmon doesn't object to showing the tea pot, but respectfully declines holding five o'clock teas in his showroom.

POTTERY FOR GLENGARRY

For several months past there has existed intense rivalry between the towns of Big Rapids and Glengarry, Mich., in an effort to locate a new pottery plant that had been proposed. For a while it appeared to be anybody's race and then the enthusiasm suddenly waned.

The latest report says that Glengarry wins and adds that the necessary papers have been signed and work on the plant will be started in the early spring. The building will be 135 x 450 feet in dimension, machinery operated by electricity manufactured by the firm. The company will guarantee to employ 200 hands ten months in the year for ten years. It has options on farm lands owned by W. L. Sturtevant and William McGinn. The plan is to lay out the land in lots and sell them.

No names are mentioned.

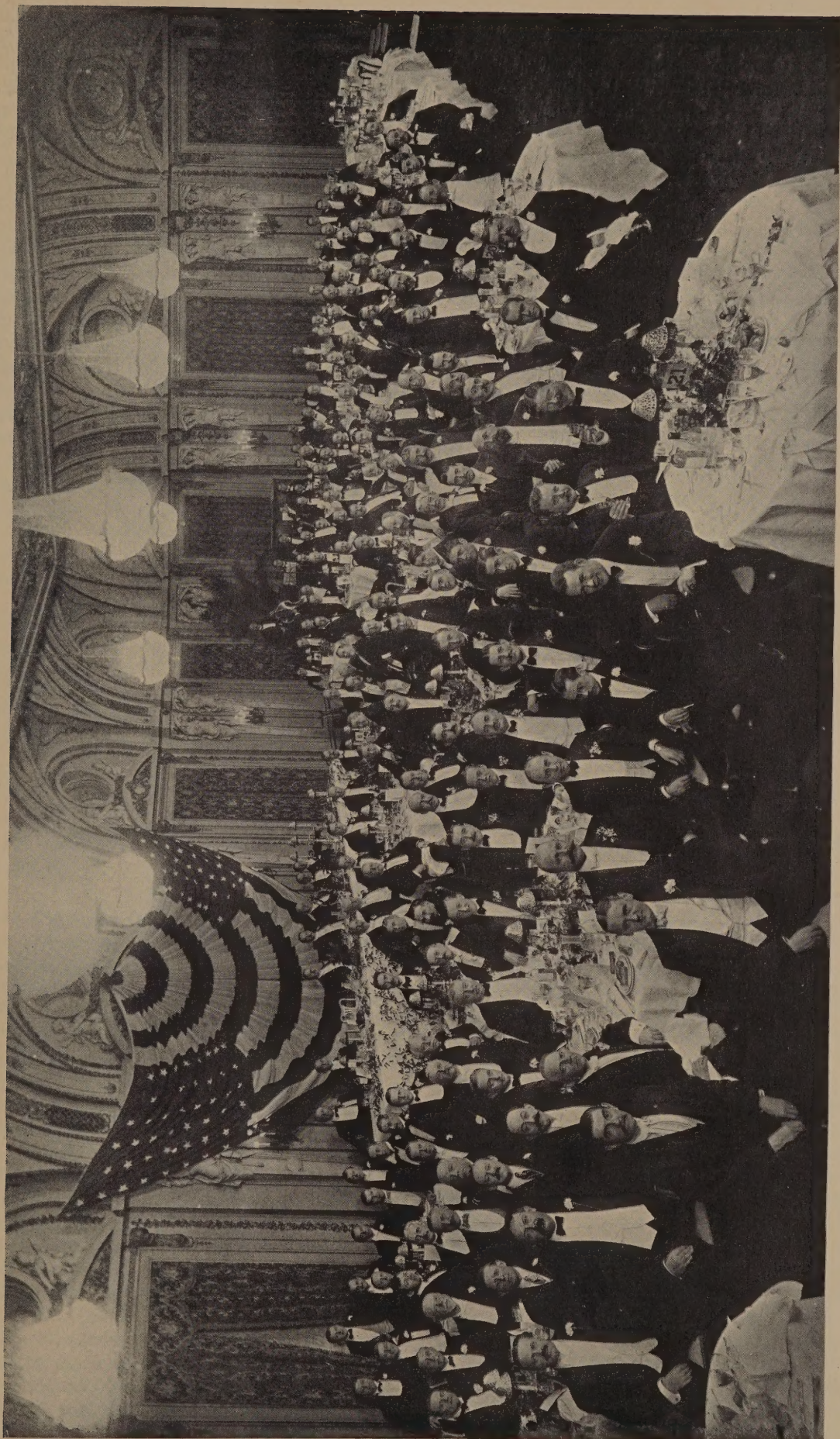
FIRES

William W. Raylea, a crockery dealer, with premises in the Jewett Block, Buffalo, N. Y., is one of several firms that were burned out in a recent fire. Mr. Raylea's stock was damaged principally by water.

A fire which started in the basement of the 5 and 10 cent store, "Star Bargain House," Kalamazoo, Mich., resulted in a total loss to stock and building. Amount of damage unknown.

BOSTON'S NEW STORE

China Hall, Boston's new store, devoted exclusively to the sale of china and glassware and the many varieties of goods, staple and novel, that are included in these particular lines, was opened during the past month. It is located at 47 and 49 Summer street, and occupies seven floors. All kinds of American and foreign-made pottery, glassware, lamps, etc., will be handled. The seventh floor will be devoted to a wholesale department.



EIGHTEENTH ANNUAL DINNER OF THE POTTERY, GLASS AND BRASS SALESMEN'S ASSOCIATION HELD AT THE HOTEL ASTOR, NEW YORK, DECEMBER 30, 1909

POTTERY AND GLASS

with which is combined

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
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THE AGENT AND THE BUYER

A QUESTION that has been agitating the pottery and glassware manufacturers and agents for years, and still continues to give them great concern, is the difficulty they find in getting buyers to call at their showrooms to examine their stocks.

This condition was brought to our attention, not by one person in the trade, but several, and not one of them seemed able to find a solution to the problem. The producers of goods do not engage headquarters for showing goods because they are proud of them, but to bring buyers to them that they may know by observation just what the market has in new things. Getting buyers to call is what keeps them guessing, and this statement is not intended to convey the idea that no buyers call at the showrooms, for there are buyers who are always on the alert. But the old story of the energetic and drone bees must surely apply in this instance.

An agent for a prominent glassware manufacturing company felt very proud lately because he had been sent a meritorious line of new deep-etched stemware. The remark was made that buyers should partake liberally of such fine goods, and the agent replied ironi-

cally: "Some of them wouldn't know they were here if I did not put the samples on my back and chase them up." The agent's statement seemed incomprehensible, but he said, seriously, that it was a fact. That others are making the same complaint assures such a statement very careful thought.

Most concerns employ traveling men to exploit new goods, while others sell direct from factories, but the object of the showroom is to enlighten buyers as to what is new and desirable in the market. From every store, showroom and agency in the china and glassware district someone makes periodical visits to nearby stores to show samples and tell buyers what is new from the factory, but it is a physical impossibility to carry a full line of samples along, so that the buyer, if he would acquaint himself personally with the goods in which his store deals, should move about and see for himself. Many a tid-bit has gone begging because its existence was unknown, and there are tid-bits in china and glassware that are unknown to some buyers, and which might represent good profits if picked up and placed on counters from which the public buys.

POTTERY AND GLASS doesn't often scold, but is so intensely interested in the trade it serves, that it feels a little reminder of this kind offered in a friendly spirit, may have a beneficial effect, particularly as it is a magazine for buyers, while at the same time trying to be of service to the producer.

RIGHT KIND OF MOVE

The removal of Messrs. Geo. Borgfeldt & Co., from Fourth Street to their new building at Twenty-eighth Street and Irving Place, has a significance even greater than the fact of the occupancy of finer and more commodious headquarters. It is one more evidence of the tendency of business houses to locate farther up-town, where facilities are superior to the old, time-honored down-town section, and which is now by all odds more convenient.

Not the least suggestive thought concerning the removal of the great house of Geo. Borgfeldt & Co. to a farther up-town location, is the convenience it affords buyers in calling. All the hotels that count for anything nowadays are up-town, even very much farther up-town than the Borgfeldt site, with a tendency to find desirable locations even beyond the wholesale district as we now find it side by side with retail interests.

There are at present a few scattered pottery, glass, lamp and brass goods interests located up-town, some of whom were once members of the down-town colony, and they are thriving wonderfully and feel the effects of the move

northward. One never hears of any of these houses moving southward, but when they do move it is farther up-town, if only a few blocks. The down-town district, as a rendezvous for pottery and glass interests, has seen its best days. Aside from a few prominent importing houses on Fourth Street the district is in that congested section south of Chambers Street, where there are but few modern buildings for the proper display of china and glassware—commodities in trade that are so particularly dainty and refined as to be entitled to the finest show-rooms built, if they are to be exhibited to the best possible advantage.

Let the courageous and independent move of the highly successful house of Geo. Borgfeldt & Co., serve as inspiration for the trade, that other well established houses may assume a similar courage and locate in a section of the city that offers greater promise of superior business results and where they will be more easily in touch with buyers.

FOR CLEANING CUT GLASS

MR. BUYER, maybe you, or the salesmen that dispose of your stock of cut glass, may have been asked by customers for a recipe for cleansing and brightening these very highly prized articles of household use. It is well to be qualified to furnish this information, as it not only impresses the purchaser with the idea that you know your business, but makes friends for your store. This story imparts the whole secret.

In washing cut glass the bath should be prepared first, using good soap, soap jelly or a few pinches of shredded soap with the hot water to make a suds. A small mop is a convenience, and for getting around the handles of small pitchers there is nothing nicer than an old tooth brush, the shape that is curved. The water should feel hot to the hands, and after thoroughly washing in the suds each article should be passed into a second pan of clear warm water, then taken out and drained before drying. Dishes that are hot when being wiped show an improvement over those allowed to become cold.

Linen glass cloths make the most satisfactory towels for wiping, as they are smooth and do not shed lint. After wiping dry with one towel, another one, previously warmed, should be used as a polisher. Even then the glass will not be thoroughly dry, and consequently will lack brilliancy.

If convenient, each piece should be packed into a box filled with sawdust, and after remaining there some hours should be taken out and rubbed thoroughly with tissue paper. When the sawdust is not used the tissue paper should

be applied as a final polish. Any glass dish that has been used for an article containing grease should be washed by itself and not put in with other pieces of cut glass. To clean a vessel in this way hotter water than usual will be needed. Care must be taken not to have it too high in temperature or it will break the glass.

A "PEACH BLOW" FIND

INSTALLED in the Pennsylvania Museum at Philadelphia, and now on special exhibition, is a priceless Oriental "peach blow" vase. The strange part of it is that it has been there unrecognized since 1882, when it was presented to the museum in a large collection presented by Mrs. Bloomfield Moore. Dr. Sara Yorke Stevenson, the widely known archeologist only recently "discovered" it.

Mrs. Stevenson says that archeologists who have examined the collection have found that it includes a number of very valuable pieces of Chinese origin. "They range," she says, "from the Ming Dynasty, (1368-1628) and represent the Green family and the K'ang-Hai series (1662-1722) down to recent times.

"But the culminating 'find,' " she continues, "the crowning glory of the event, was the discovery of a splendid bottle-shaped vase dating back to about 1600, or the end of the Ming Dynasty, of wonderful hue, which has been overlooked in the mass of objects crowded on the shelves, as an approach to the 'Sang de Boeuf' variety, but which, upon close examination and study, proved to be an older specimen of the 'Peach Blow,' 'Peach Bloom,' or 'Fleur de Peche' quality.

"The vase is sixteen inches in height. Its body is globular, with long, slender neck, on which a few imperfections in the glazing are noticeable. But as it stands it represents a small fortune, and people will travel far and near to see it.

"This variety of glaze has been known in China as 'P'ing-Kuo Hung,' and the best examples were produced during the K'ang-Hsi (1662-1722), Yung-Cheng (1723-1735), and Ch'in-Lung (1736-1795), periods of the present dynasty. It is virtually a 'lost art.' Workmen to-day are unable to handle the gold oxides used in the creation of these porcelains as did their predecessors, and these oxides are the foundation of 'Sang de Boeuf' coral red, some rose tints, crushed strawberry, and 'peach blow.' The color is very rare, and efforts to reproduce it in France have been but partially successful."

Don't pose. The poet doesn't wear his hair long simply because there is no short cut to fame.

GATHERED IN GOTHAM

IN the district where pottery and glassware is sold, the chief thing of interest is opening the new samples for the coming spring trade. This began about the first of the year and now, as referring to the import trade, most of them are on the show counters ready for the influx of buyers, who will be in town for the next eight weeks. The feeling is very good concerning the business outlook and most of those interested are on the optimistic side.

In domestic lines, particularly crockery, agents declare for an excellent year, with higher priced goods much in demand. There are some splendid shapes on hand—in fact—much finer shapes than have been seen in years and the decorations all that could be desired. In glassware the revision in prices of blown and pressed table articles, it is presumed will bring a steadier and more profitable trade. Cut glass will continue to glitter and those who are in this line say that the demand for the higher and more costly grades is greater than it has been in years. The public pulse was felt in cut glass during the holiday rush when buyers were looking for the best and stores sending in liberal orders.

A notable condition in the district was the dearth of changes among representatives and salesmen. A number of firms said that they could recall no incoming year that was characterized by so few changes. The entire district has assumed an air of business that is truly encouraging for all who believe in the new era of prosperity.

The Geo. H. Bowman Co., importers which has been located at 39 Murray Street for a long time, has taken the store, 24-26 Murray Street, at the Southeast corner of Church Street, which will in future be the headquarters for the china and glassware lines. The 39 Murray Street store has been retained, however, and will be used for the display of imported dolls, toys, etc., a departure which is new to this house. Mr. Hamburger, an experienced man in these lines and a former importer, himself, will be in charge.

Robert Slimmon, the importer of crockery, at 96 Church Street, has his four makes of English semi-porcelain underglaze dinnerware sets on exhibition and they certainly present a most attractive appearance. These represent the new 1910 shapes and decorations and there is class in every one of them. Not in any past season has such a fine lot been assembled at this showroom. Mr. Slimmon has also what he believes to be the most varied and beautiful assortment of stoneware tea pots extant, among

them being two "brass and "nickel" pots that are such splendid imitations of metal as to deceive the most expert persons. Another large, varied and delightful line of goods are Mr. Slimmon's Scotch stoneware motto novelties—teapots, jars, cups, saucers, vases, etc., etc., all hand decorated and each containing a motto of Scotch origin.

The Central Glass Company's new line of deep etched stemware is attracting attention at the salesroom of A. P. Doctor, 66 West Broadway. The new shapes and decorations are among the choicest that the Central has originated.

The Warner-Keffer China Co., of East Liverpool, O., has produced some of the choicest vitrified underglaze dinner and tea sets, that represent the 1910 new ideas. There is a large and very fine assortment of these, as well as plaques containing photographic views of different subjects. Richard Kohn is the sales agent at 32 Park Place.

Some new things in art brass goods are promised. A few of the agents are expecting the new goods to show, having returned the old articles for stocktaking.

John Wygand & Co., the importers of glassware and fancy goods, 41 Park Place, have taken a six years' lease on the buildings, 147-149 Provost Street, Jersey City, from D. E. Cleary. These buildings, which are 50x150 each, are three stories high, with stable facilities beneath. The three lofts are to be used as a warehouse for storing goods, most of which arrive by the German steamers, at Hoboken. The location is but a mile from Hoboken and very convenient. The buildings are being equipped with heating and lighting apparatus. The concern's business has grown so rapidly that the Barclay Street store has long been inadequate. After February 15 the three floors will be used as sample rooms only, while all orders will be filled from the Jersey City warehouse.

The Fostoria Glass Co., has placed upon the market some new goods, among which is a line of tableware in cut glass style, with myriad stars. The line as a whole is about the most important the Fostoria has made. John Nixon is showing the goods at 66 West Broadway.

Hugo Frendenfels, who was with Bawo & Dotter, is now conducting the Art China Import

POTTERY AND GLASS

Co., 32-34 West Twentieth Street. His line includes several specialties. Among the new tenants of the Crockery Exchange is J. P. Gordon, who for fourteen years traveled for the Jones, McDuffee & Stratton Co. He is now the agent of this concern, in connection with Jesse Dean and in future will show both lines of samples. George Mackey, who traveled for Ahrenfeldt & Co., has severed connection with that house. Edward B. Dickinson, who was associated with Geo. Borgfeldt for several years, is now representing the Steubenville Pottery Co. as agent, with headquarters at 46 West Broadway.



The Goodwin & Kintz Co., Winsted, Conn., have opened a salesroom at 25 West Broadway, Crockery Exchange Bldg., where in a handsome and well lighted office they will display a full line of goods including gas and electric portables, electroliers, dining room domes, art glass shades and other lighting specialties; also clocks and metal fancy goods in large variety. A complete new line of goods has been received.

TRADE NOTES

A. D. Chatelle is about to open a 10 cent store at Beloit, Mich., in which a large line of goods will be sold.

S. Emanary & Co., of Atlantic City, importers of Japanese art, have opened an art store at 432 Wood Street, Pittsburg.

Aaron Wissler is preparing to open a racket store at Kirksville, Mo.

Peterson & Olsen, the Fourteenth Avenue, Rockford, Ill., merchants, will add a 5 and 10 cent assortment of goods to their stock, and are making an addition to their building for that purpose.

Announcement is made that F. W. Woolworth & Co., with a capital of \$10,000, will locate a 5 and 10 cent store in Omaha, Neb.

Jess S. Juday has purchased the Hapner Store at Brenton, Ind., and will include a 10 cent department with a general line.

Haley & Meske, under the firm name, Haley & Co., have opened a crockery and housefurnishing store at Monticello, N. Y.

A chain of department stores in the out-lying districts, run upon the same principle as the downtown department stores, is being established by the American Stores Company of Chicago. The first store of the chain has been opened at Halsted and Sixty-second streets, and options have been secured upon other sites where stores will be established within a short time. The American Stores Company has been incorporated for \$25,000, and the capital will be increased as fast as required, the men financing

the business being able and ready to furnish all that is needed.

A petition in bankruptcy has been filed against Falick & Co. (corporation), three, nine and nineteen cent store, 214 Willis avenue, Bronx, New York City. The corporation was incorporated July 27 last with capital stock, \$1,500. Judge Hough appointed W. B. Allen receiver; bond, \$500.

J. J. Baker has closed out his china and glassware business at Moline, Kansas, and will open another store at Wichita, Kansas, carrying the same line of goods.

Bower and King, Kankakee, Ill., will open a department store next month. The headquarters, formerly a hardware store, are being remodeled by a local architect, and when finished will be one of the city's finest stores.

Word comes from Seattle that Geo. E. Patton, former superintendent of the Western Stoneware company and George Thieme, who recently resigned the cashiership at the same institution have interested themselves in the Patton-Nicholas Wooden Ware company of that city, the local men holding a majority of the stock.

The United 5 and 10 cent store has opened for business at 112-114 South Broad Street, Trenton, N. J. It is among the finest stores of its kind in the country, occupying more than 9,500 feet of floor space and employing about 50 salespeople. R. D. Onffroy, second vice-president of the company, is said to be the founder of the largest chain of 5 and 10 cent stores in California, but has severed his connection there in order to devote his entire time to the United chain of stores.

John H. Roth & Co., who are about to engage in the wholesale crockery and glass business at Peoria, Ill., are making good progress in getting their building into shape, and expect to be ready for business about February 1. They will make a specialty of popular-priced German china assortments adapted to the ten-cent and department store trade, and will also carry a strong line of souvenir china.

PERSONAL

On account of ill health John Patterson, secretary of the Wellsville China Co., has left for the sunny clime of Florida, where he will remain for an indefinite period.

The George Borgfeldt Co. has engaged Charles L. Weddle, of the J. D. Dithridge agency for Bryce Brothers, in this city, and he is identified with the glass department.

Earl W. Newton, formerly with the United States Glass Co., has opened an office at 84 Wabash Avenue, Chicago, and will handle the lines of the Economy Tumbler Co., Tarentum Glass Co., and the American Specialty Co.

J. H. Venon, the importer, 45-51 West Fourth Street, is back from his European trip, which occupied somewhat more than a month.

A. H. Ledden, who represents Thomas Maddock Sons Co., E. Bergman & Son and the Buffalo Pottery Co., has moved his headquarters from the fourth floor of 25 West Broadway, to 65 West Broadway. A line of brass goods will be added to his display.

Herbert Mechin, who represents the new management of the Columbia Pottery Company, at Kokomo, Ind., has arrived on the scene and will place the works in operation within a very short time.

Arthur Kendrick, who has been manager of the modeling and mould making department of the Steubenville pottery, has resigned to engage in other business, after serving well for six years. He is succeeded by Ernest Goodwin, late identified with Gotham & Lockett, of East Liverpool.

Frank H. Riddle, manager of the Van Briggles pottery, Colorado Springs, has gone to Florida to lecture before the Woman's Club. He will also lecture before the Woman's Club of Canon City.

Albert C. Mason, of the Thomas China Company, East Liverpool, met with a severe injury recently, by being thrown from a vehicle while out riding.

TO RENEW LUSTRE ON GLASS

Antique glass which does not require mending, but is dim and lusterless, may be made to shine and sparkle once more if it is washed in water to which a little ammonia has been added.

Soapsuds spell ruination to crystal ware, while drying it with a duster only serves to dim it still more. After having rinsed and left it to soak in ammonia water, using a soft brush if the glass is cut into facets and the dirt has caught in the squares, the article should be placed in a box and covered with sawdust. After an hour it will be found that the wood dust has dried the glass and given it a bright luster.

The old-fashioned cut crystal decanters which are so much used nowadays become almost hopelessly discolored when they have held old port or any wine which leaves a deposit. To clean them an old-fashioned remedy is that of finely chopped potato skins with which the decanter should be filled, and a cork inserted in the mouth in place of the stopper. This should be left for three days for the skins to ferment, when it should be well shaken, emptied, and rinsed with clear water. The decanter should either be reversed and left to drain for a day or two or may be dried more expeditiously at the side of the stove.

DEATHS

Fred G. Croxall, for many years connected with the pottery concerns of Croxall Bros. and the Cartwright Pottery Co., East Liverpool, Ohio, died recently in that city, at the age of 68 years. Mr. Croxall was born in England and came to this country when a lad, settling near East Liverpool, and learned the pottery trade there. Deceased stood high as a Free Mason, had served for three years in the Civil War, and was an honored member of the G. A. R.

John Franklin, for many years identified with the glassware house of John M. Maris & Co., Philadelphia, and more recently acting as manufacturers' agent in Chicago for many glassware firms, is dead of apoplexy at the age of 70 years. Mr. Franklin served during the Civil War as assistant engineer aboard the frigate Powhattan, having the same rank as Rear Admiral "Bob" Evans, who was assigned to the same ship. He was a member of Farragut Naval Veterans Association and George H. Thomas Post, G. A. R.

Moses Dix, one of Trenton, New Jersey's, veteran operative potters, who had retired from active business life several years ago, is dead at the age of 76 years, the result of infirmities of old age.

MANUFACTURED ANTIQUES

And still the manufacture of antiques goes merrily on. An English authority declares that there is not a variety of famous old English pottery that is not imitated on a large scale for the English market. Continental factories are the sinners, mostly. A firm in Hungary sends out such excellent copies that many a collector is deceived. This firm, it is said has imitated nearly all the important ceramics of Europe and the East. Another, a French firm, has simply flooded the market with clever imitations of Worcester, Derby and the rest. The beginner, who pins his faith to the mark is making a mistake. Nothing is so easy to copy as a mark. The gold anchor is always found on spurious Chelsea; only experts know that no gold anchor at all is found on the earliest and finest Chelsea. A case in the courts lately brought out a trick the German imitators had for hiding these spurious marks from the customs house officials. They simply paste a label with the familiar "Made in Germany" printed on it over the mark. An "old china" case tried in London not long ago revealed the extent of this imitation business, but it is doubtful whether people will not go on being deceived just the same.

PRACTICAL SCIENCE DEPARTMENT

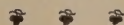
Edited by Prof. CHARLES F. BINNS, Alfred, N. Y.

TIMELY TECHNICAL TOPICS

We have more than once noticed with pleasure the report of the Committee on Art and Design of the U. S. Potters' Association but never with more satisfaction than now.



The most important note struck is that referring to industrial education. This subject is being discussed on every hand and it is time that the manufacturing potters took serious counsel as to its bearing upon their industry.



How far can a trade school be made useful to potters? The influence of an art school is beyond question because design and drawing can be taught apart from actual manufacturing processes and even the decoration of pottery presents no serious obstacle, but how about cup making, jiggering and casting?



The work of the potter is proved by the fire and in order to give proper instruction in the details of clay manufacture a model factory would be needed. Are the manufacturers sufficiently in earnest to demand this and to organize it?



What is to be the attitude of the manufacturers towards the students? Are they to be given proper encouragement?

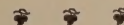
What will the Unions say about it?

All these, and many more, questions arise, even upon the surface and it is time the matter were fully discussed.



May we hope that some of our prominent men will come forward with their views?

Doubtless many opinions have already been formed. Let us have them to print and so open a free discussion as to how the important suggestions of the Committee may be carried into effect.



We are glad to note that our idea as to the Ohio potters attending the Pittsburg meeting of the Ceramic Society is proving acceptable.

If a representative attendance can be secured the topic of industrial education might well be discussed.

Some young men, in courting, are as fickle as a last year's hammock rope.

Tell a girl she has a musical laugh and she will giggle for the rest of her life.

THE ESSENCE OF BODY MIXING

(second paper)

To take as a second example a kaolin of which the analysis is:

Silica	49.5
Alumina	36.5
Alkali	2.1
Water	11.9

An application of the method given last month shows that the 2.1 alkali represents 12.5 feldspar and that the balance consists of clay substance 86.3 and quartz 1.2.

The analysis of a typical Ball clay is:

Silica	55.7
Alumina	30.9
Alkali	3.6
Water	9.8

and the rational composition calculated as before is:

Clay substance	68.6
Feldspar	21.2
Quartz	10.8

It is found, also, that commercial spar is by no means all feldspar.

To take an example:

Silica	65.3
Alumina	19.2
Alkali	15.5

The same calculation will give as the rational composition:

Clay substance	5.2
Feldspar	91.6
Quartz	3.2

Clays being so variable in composition it is proper to consider a body mixture, not in terms of so much china clay, ball clay, spar and flint, but as a percentage of clay substance, feldspar and quartz. By the use of these terms differences in clays may be eliminated except in such matters as plasticity and color which cannot be defined by any chemical means. An average porcelain body will consist, approximately, of:

Clay substance	48.0
Feldspar	22.0
Quartz	30.0

and it may be produced with sufficient accuracy from the materials already given and assuming that flint consists of pure quartz:

	Kaolin	Ball-clay	Spar	Flint
Clay substance ..	86.3	68.6	5.2	
Feldspar	12.5	21.2	91.6	
Quartz	1.2	10.2	3.2	100

The proportions of ball-clay and kaolin must first be decided upon. This will depend upon the requirements of the working. Sup-

pose, as a first cast, that the kaolin is to be somewhat higher than the ball-clay. The clay substance is to be 48 per cent. Let 30 parts of this be derived from the kaolin and the feldspar and quartz which will of necessity accompany this will be in the proportion of 86.3, 12.5 and 1.2. That is, the 30 parts of clay substance in kaolin will carry with it 4.5 parts of feldspar and .4 of quartz, making the total kaolin 34.9. The following schedule is then made out:

	Body	Kaolin	Ball-clay	Spar	Flint
Clay substance ..	48	30	3.2x	y	
Feldspar	22	4.5	x	17.6y	
Quartz	30	.4			

Let x equal feldspar in ball-clay, then 3.2 x will equal clay substance in ball-clay. Let y equal clay substance in spar, then 17.6y will equal feldspar in spar. A simple sum in algebra will then find the values for x and y. The result is that x equals 5.4 and y equals .7, and the completion of the schedule readily follows:

	Body	Kaolin	Ball-clay	Spar	Flint
Clay substance ..	48	30	17.3	.7	
Feldspar	22	4.5	5.3	12.2	
Quartz	30	.4	2.5	.4	26.7
		34.9	25.1	13.3	26.7

and the completed mixture is:

Kaolin	34.9 parts
Ball-clay	25.1 "
Spar	13.3 "
Flint	26.7 "

In the next paper the bearing of this method of calculation upon a change of clays will be shown.

BODIES AND GLAZES FOR CHINA

ALTHOUGH theoretical receipts are of a certain instructive value, results deduced from practical experience are naturally far more useful in practice. Hence special interest attaches to a brief series of practical formulas, recently published by Herr Kurb Steinbrecht, in the *Keramische Rundschau*.

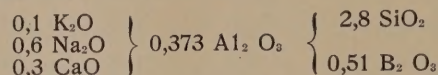
Body I. composed as follows:

Settlitz Kaolin	44.65%
Roisdorf Sand	44.65%
Feldspar	10.70%
	100.00%

This body, when fired about Seger cone 13, is very solid, and in consequence, but little absorbent; it is, therefore, necessary to apply the glaze very thickly. When formed or molded quite thin, the body is transparent. It is also a very good foundation for glazes of various fusing points. Herr Gustav Steinbrecht has tested glazes up to Seger cone 4, which proved flawless and free from crazing. Herr Karl Steinbrecht had tested glazes at

Seger cone 03, 06, and 010, in the latter case containing a large proportion of oxide of tin. These glazes included some free from lead, with the formula:

Glaze A.



The samples tested were found to be transparent; the usual under-glaze colors, being well developed under the brilliantly flowing glaze, Body II.

The absence of feldspar from this body it is remarked, prevents its being strictly regarded as "Hard earthenware." Its composition is:

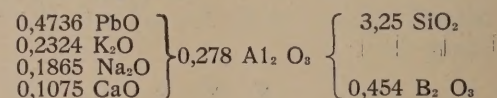
Seilitz purified Kaolin	34%
Halle purified Kaolin	30%
Quartz Sand	25%
Limestone	11%
	100%

This body can be used, if fired at Seger cone 3, while its normal firing point is about Seger cone 6-7.

The composition of this body may be changed according to the glaze used.

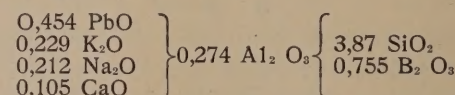
Glaze B.

For this body a glaze can be used with fuses at Seger cone 07, and is composed according to the following formula:



Should there be crazing in the body, owing to the small proportion of limestone, the percentage of acid in the glaze may be increased as follows, the firing taking place at 1 or 2 cones higher; the following glaze fusing at Seger cone 05:

Glaze C.



Glaze D.

It may perhaps be advisable to fuse harder glazes at Seger cone 3 and 4. The following composition, when the body has been fired sufficiently hard, is remarkably free from crazing at that temperature. The formula applicable to such cases is:

FRIT	
Chalk	9.05
Feldspar	22.20
Sand	4.50
Borax	16.45
Red lead	19.00

GLAZE	
Frit	60.6
Clay	15.2
Chalk	12.1
Feldspar	12.1

100.00

POTTERY AND GLASS

To each 100 kilos (220 lbs.), there come 40 grams $1\frac{1}{2}$ ounces cobalt oxide.

Body III.

This body is composed as follows:

Feldspar (burnt)	15%
Clay, with 4 per cent. sand	20%
Clay, with 15 per cent. sand	35%
Quartz	30%
	100%

This body was tested by being first subjected to the biscuit fire at Seger cone 3 and 4. The body proved very hard, but with a marked tendency to shrinking. A glaze suitable for Seger cone 01-1, flowed as smooth as a mirror, yet displayed crazing. When fired at Seger cone 01-1, the shrinking was much less. Glaze d, fired at Seger cone 3-4, developed a subsequent shrinkage, but was free from crazing.

In the choice of a glaze, especial attention should be paid to its hardness. According to statements by Herr Gustav Steinbrecht, the glazes used in England are usually rich in lead; in some cases the raw glazes contain even a smaller proportion of alkalies and lime. The proportion of lead in such cases counteracts the crazing which might result from the usual English composition of the mass, more than would be the case with a smaller proportion of lead and a larger percentage of alkalies and lime.

The following is a normal composition for a hard earthenware body:

Ball-clay	53.75%
China Clay	10.20%
Flint	27.95%
Cornish Stone	8.10%
	100.00%

A soft flowing glaze receipt for this is as follows:

Flint	30%
China Clay	12%
Red lead	35%
Borax	23%
	100.00%

The frit is used as a glaze.

LEAD OXIDE, BORIC ACID AND CRAZING

WE are interested to notice that Herr Prof. Tostmann, in our esteemed contemporary, *Keramische Rundschau*, has discussed in detail our remarks in the August issue. We note that he thinks we were annoyed at his criticisms and hasten to assure him that he is quite mistaken.

We do not know to what unfortunate expression or turn of language such an impression is due, but we intended to write with the most cordial good will and appreciation.

We quite agree with our critic that personal feeling should not be allowed to enter any

such discussion, nor is there any need for it on either side.

The following is an abstract of Herr Tostmann's continuation of the discussion and we may say that there appears to be little difference of opinion between him and ourselves, except on one or two minor points. We may, perhaps, refer to these later:

"That Seger is more honored in America than in Germany is an admitted fact, yet there have lately been in Germany attacks made upon him which have called for a justification. This is, however, an exceptional case and I cannot quite understand why Professor Binns refers me to this point. I fully agree in the remarks of Professor Binns as to the work of the American Ceramic Society and at the same time acknowledge the efforts of American experts. What has aroused Professor Binns' susceptibility on this point?

"As stated in my previous remarks, from my experiences of twenty years in ceramic factories under the most varying conditions and with different glazes, I have demonstrated that an increase of the proportion of boric acid counteracts crazing and that this effect of boric acid is stronger than that of silicic acid I pointed out that this view, generally adopted by all ceramic experts, would not be affected by laboratory experiments conducted under certain special conditions.

"Professor Binns concludes from this, that I alone claim to have practical experience, while the Americans have made their deductions from laboratory experiments. Such was not my meaning or intention. I only meant to say that my long activity in various factories gave me a right of also forming an opinion.

"The theory of the varying action of boric acid, as described in the works of Purdy and Binns, are the result of laboratory experiments. I am not aware to what extent these results have been confirmed by practical tests. Is there, however, anything offensive in such a statement?

"I would be the last to dispute the extreme importance of such work to the ceramic industry. If I, nevertheless, maintain that I have arrived at contrary results, I am bound in justice to my American expert colleagues, to refer to my long experience. That the American experts who have arrived at conclusions differing from mine may be more experienced than me in this point, I have never doubted nor questioned. I would refer to my remarks in the press upon the 1908 meeting of the American Ceramic Society in which I expressed my appreciation of the valuable contributions to technical research, furnished by that body. I had no idea of depreciating the work of that society, and did not do so.

"I hope that these explanations will convince Professor Binns that he has misunderstood my expressions and I again beg to assure him that I have the greatest esteem for him and his colleagues, as well as for the progressive and enterprising American Ceramic industry.

"I would, however, add, that purely theoretical results are always somewhat unfruitful. While the fact of the contradictory action of boric acid seems established, its causes are not yet quite evident. It might perhaps be advisable, to attach more importance to the composition of glazes after firing, which will be often found to differ from that of the original mixtures. Boric acid is known to be under certain conditions extremely volatile, and under other conditions to be extremely capable of resisting fire. This fact might serve to explain differences, otherwise hard to understand in its action. I do not, thereby, imply that the theory advanced by Professor Binns is erroneous, but I think it might be further advisable to ascertain whether and to what extent boric acid acts upon the properties of a glaze, as to exercising a dissolving influence on the body. It is also conceivable that a glaze which dissolves silicic acid from the body, would entirely or partially lose this property by the addition of boric acid. The glaze would thereby be more liable to crazing, if the boric acid introduced did not counteract this tendency.

"As to the action of oxide of lead in glazes, I would first mention that I had supposed I had answered my worthy colleague, as I would not have allowed myself to answer a technical question in a jocular way. The terms "automatic" and "intelligent" are opposed to each other. Just because an automatic object has no intelligence and works according to definite laws, it cannot act arbitrarily. If it could do so it would possess intelligence and be no longer automatic. This is what I meant.

"As I have pointed out on a previous occasion, I quite agree with Professor Binns that lead glazes dissolve silicic acid and alumina from the body, and thus counteract crazing, but I do not think this property is the only reason for the action of the oxide of lead. The assertion, that in the increase of the firing temperature, the cracks disappear, which would not be the case if the elasticity of the lead glaze were a principal reason (oxide of lead being volatile), does not seem to me well founded. If oxide of lead becomes volatile the degree of acidification of the glaze rises; the cracks disappear and the property of dissolving silicic acid increases with the temperature.

"Professor Binns remarks that a glaze may have a slight deficiency in silicic acid, while this deficiency may not be large enough to produce crazing, yet not too large to prevent

the dissolution of a certain quantity of silicic acid from the body. If a glaze, free from lead, is melted in the same way as Seger produced colored glazes on a body rich in alumina, when quite finely ground, it produces crazing. Should the body be so altered that it bears the glaze without crazing a large quantity of quartz has to be introduced, for these glazes, although tri-silicates are only free from crazing on a body very rich in quartz, but a lead glaze which is only a bi-silicate, adheres to the same body, free from crazing. How does Professor Binns reconcile this fact with his theory? This is a new proof that the elasticity of glazes probably exercises a greater influence than has hitherto been supposed.

"Hence, besides chemical influences, more attention should be paid to the physical properties of glazes. The direct definition of the coefficients of expansion would perhaps produce many surprises. It would also be advisable to subject glazes treated according to glass technique, to tests in order to define the influence of composition upon elasticity. These tests would, at the same time, throw light on the connection between elasticity and devitrification, which I consider to exist although Professor Binns disputes such being the case.

"For his assertion, that apparently there is no possibility of any mechanical combination counteracting the tendency to crazing, Professor Binns has, I regret, not given any reason, but I should think, that a body which is fastened at many points of its surface to a foundation can resist tension more easily than if only fastened at a few points. In the former case the tension is more diffused and smaller."

AMONG EUROPEAN FACTORIES

A company has been incorporated at Paris (156, rue de la Roquette) by Messrs. Maurice Bertrand & Co., for operating a new process of engraving upon glass.



For the operation of a new process of ceramic firing a special partnership has been organized at 51, rue de Paradis, Paris, by Messrs. Paul de Beaumont & Co.



With a capital equalling \$20,000, Messrs. Hospied & Co., have established an enamel factory at Antibes, near Nice.



Messrs. Charlier, Marchal & Gilles have incorporated a ceramic factory at St. Hilaire, near Givet, France.



The Dux Porcelain Factory, Berlin, has acquired the old factory of Fasolt & Eichel, of Blankenhain, near Weimar.



FROM THE ASSORTMENT OF NEW UNDERGLAZE PRODUCTS—WARNER-KEFFER CHINA CO.

OUTLOOK FOR DOMESTIC GOODS

BOTH IN CHINA AND GLASSWARE THE MARKET PRESENTS A MOST ENCOURAGING FUTURE—NEW DINNERWARE SETS, BY REASON OF NOVEL SHAPES AND DECORATIONS WILL CUT A BROAD FIGURE IN THE MARKET—GLASSWARE, INCLUDING CUT, BLOWN AND PRESSED, WILL BE STEADIER IN PRICE AND BETTER IN QUALITY

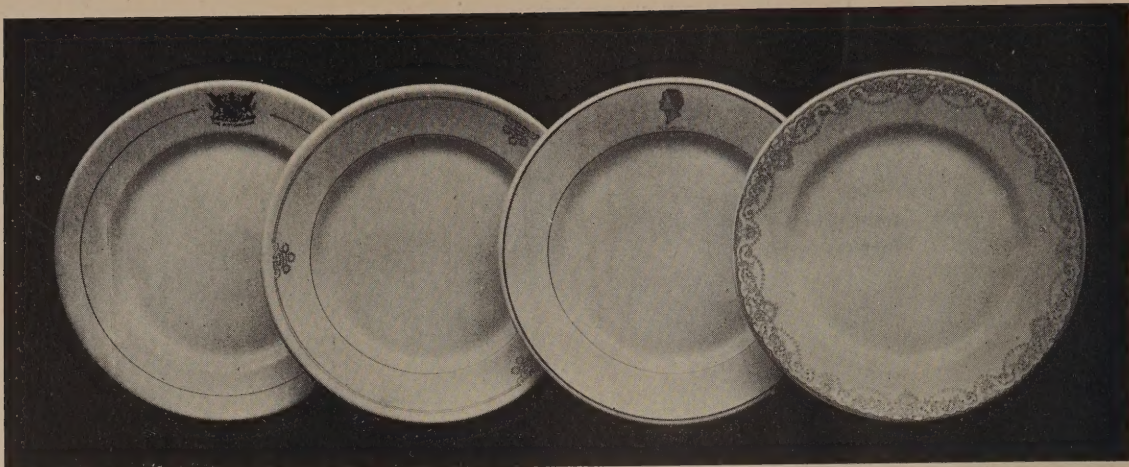
THE consensus of opinion among manufacturers and agents is, that the season now opening has a very rosy aspect, based not only on the fine business outlook throughout the land, but on the manner in which orders have been received for the higher-priced products.

From the great East Liverpool and other pottery centers nothing has been heard for the past three months but a continuous cry of increasing business, all of which found the old year closing with most of the potteries working to full capacity and some overtime. Expensive improvements and additions have been made at several of the prominent plants and new kilns have been added. The busy pottery manufacturing district has added to its prestige by producing many new shapes and decorations in dinnerware and upon these, largely, a successful selling season is predicted. These are not cheap goods any further than the prices are low when compared with the high-grade of the wares. The pottery argument, therefore, is a strong one.

Glassware will be steadied by an adjustment of prices—not that there is to be a general raise, but some grades of blown and pressed

glass that were slaughtered in price to an almost prohibiting degree to meet competition, will be advanced to a live and let live price. Those who know the cut glass situation declare that the demand for the better grade goods will prevail this season and, in fact, is already prevailing.

Among the new ideas in domestic pottery for 1910 selling, are the various styles, designs and decorations of The Warner-Keffer China Co., East Liverpool, O., for which Richard Kohn is agent in this city, at 32 Park Place. These lines include dinner and tea sets, fancy goods, plaques, salad bowls, tankards, etc. Ten exclusive new decorations of different pleasing kinds are offered, as well as several new "Flometa" underglaze patterns in Copenhagen effects—altogether as classy a line as one would wish to consider—and at reasonable prices. Through the courtesy of Mr. Kohn in this issue is shown a cut of a few of the Warner-Keffer pieces. One of the plaques shows the Johnson County Court House, at Iowa City, Ia., finished in green, gray and blue; the other a water and land scene in Holland, done in dark and light blue. These underglaze



DINNER PLATES FROM ASSORTMENTS OF VITRIFIED HIGH-GRADE HOTEL CHINA—MAYER POTTERY CO., L'T'D

pieces are something new and their makers are prepared to produce any kind of views on similar plaques in any size from 4 to 12 inches, either from photographs or lithographs. The sugar bowl is of very dignified design and in color is grey with sage green striping and gold edges. The cream pitcher and gravy boat are likewise of new shapes and belong to the same set. Like the sugar bowl the body color is gray and the decoration a delicate white lily, which idea has been most happily chosen. The entire line of goods promises to occupy a prominent place in the list of good sellers for this year.

The Mayer Pottery Co., Limited, of Beaver Falls, Pa., has come out strong with its new line of vitrified hotel china, which is a specialty with this concern. In looking over the new goods they appealed so strongly that the company was prevailed on to leave a few pieces to be presented in the interest of buyers. Those chosen were four dinner plates, as may be seen in the cut. One has a deep sage green fancy festoon border around the rim, another a double line near the upper edge, with three fancy decorations and one narrow line at the edge of the bowl. The coloring is sage green. Of the two white plates one has a small bust likeness of Thomas Jefferson on the rim, which is surrounded by a neat dark band, with a hair

line at the edge of the bowl; the other has "The Rittenhouse" coat of arms on the rim and a red pin stripe, arrow pointed, running around the center of the rim. These excellent goods, which have an exceptionally strong body and hard glaze finish, can be furnished with underglaze decorations, monograms, crests, etc., as desired.

A line of pottery ware that has been attracting attention and meeting with ready and large sales, is that made by The J. W. McCoy Pottery Co., Roseville, Ohio, and of which William M. Warrin is agent, at 25 West Broadway. The assortment embraces pedestal jardinières of various heights and a very choice lot of the popular table sizes in the newest shapes of recent make. They are known as the blend glaze assortment and come in diameters of $7\frac{1}{2}$, $8\frac{1}{2}$, $9\frac{1}{2}$ and $10\frac{1}{2}$ inches. The two cuts that are given herewith, show two jardinières that have been such phenomenally successful sellers as to crowd the factory for awhile on filling orders. These jardinières, with their warm colorings, make very artistic ornaments, aside from their utility, hence their steady sale. Attention is directed to the exquisite patterns that appear on the pair of which the cuts are a faithful reproduction.

A very smart variety of blown stemware is



SELECTIONS OF DEEP AND NEEDLE-ETCHED STEMWARE AND GLASSES—BEAVER VALLEY GLASS CO.



CUT GLASS SUGAR BOWL, CRUETT AND CREAM PITCHER—JEWEL CUT GLASS CO.

being made by the Beaver Valley Glass Co., of Rochester, Pa., whose salesroom here is at 32 Park Place and represented by Fred Skelton. From a large lot of samples of stemware—all the shapes, designs and decorations being the company's newest productions—Mr. Skelton picked out a collection of eight pieces to be photographed specially for this magazine, and they appear grouped in artistic fashion and in a way that shows them to splendid advantage. The shapes of these goods, particularly the tall pieces, have attracted much attention and they are having a good sale at top prices. The tall pieces referred to have the bunch of grapes and leaf decoration and are deep etched. This also

applies to the broad-bowl grapefruit piece, which is a very classy article in itself. Most of the smaller pieces and tumblers are needle etched. Taking them as a whole the Beaver Valley people have evolved a line that is growing in popularity among the buyers of the country.

An assortment of American made cut glassware, that is held in very high esteem by dealers, and has found favor in many homes, is that of the Jewel Cut Glass Co., of Newark, N. J., whose New York agency at 57 Park Place, is looked after by Mr. C. H. Taylor. The Jewel line is a varied one and includes among the products a sufficient number of articles, useful and ornamental, to fill a good sized catalogue. Mr. Taylor, in complying with a request to allow a few pieces of new goods to be illustrated, chose those which are herewith presented, as showing the style of the assortment. They include a dignified tall champagne, or wine pitcher, of unique shape that is having a wide sale. It is, in fact, one of the classiest pieces on the shelves, with a quiet, artistic pattern, neatly displayed. A cream pitcher and



CHAMPAGNE, OR WINE PITCHER AND FLOWER BASKET—JEWEL CUT GLASS CO.



RICHLY DECORATED ART POTTERY JARDINIERES—THE J. W. MCCOY POTTERY CO.

sugar bowl are a pair to which great importance is attached. The cutting shown is particularly beautiful, not to mention the shapes into which they have been molded. As a pair they are referred to as a "cream and sugar," being so closely associated as articles of tableware. The cruett for vinegar is a piece of unusually attractive shape and lines, with cuttings that are so charming as to have already installed it among the prime favorites of the lot and it is meeting with flattering sales. A departure from tableware is a delicately conceived cut glass flower basket, that is considered to be about as fine an ornamental piece as the trade affords. It is original in shape, decoration and workmanship and about as dainty a conceit as comes from the Jewel factory at Newark. It is, in fact, a "Jewel" in itself.

FOREIGN FACTORY NOTES

A new concern has been established at Worms, Germany, under the style of the "German Crystal Glass Works," with a capital equalling \$150,000. The erection of a factory will be proceeded with as soon as possible. The chairman of the board is Herr Kommerzienrath W. Koelsch, of Worms. The new company will make as a specialty, the best cut crystal, intended to compete with the products of France, Belgium and Lorraine.

Reports from Bohemia indicate the establishment of a new factory by W. J. Herrman, at Brûx, its production being devoted to porcelain tableware and technical articles.

Satisfaction is being expressed in the Bunzlau district, at the contemplated re-opening and enlargement of the Silesian Porcelain Factory of Tiefenfurt, which has been closed down for the last two years.

The unsuccessful porcelain factory established at Radlitz by the Bohemian wholesale

dealers, has been taken over by the firm of Rydl & Thon.

In the last report of the Tryptis, (Germany) Porcelain Factory, the board states that at both the Tryptis and the Teplitz works, business during 1909 displayed normal activity, this result being largely due to the revival of export trade with America, India and Australia.

As a reward for his services to Austro-Hungarian national industry and commerce, Herr Emil Fischer, of Budapest, manufacturer of majolica and porcelain, was lately invested with the order of Francis Joseph.

The porcelain factory of Messrs. Alt, Beck & Gottschalck of Nauendorf, near Ohdruff, Germany, has been incorporated with a capital equalling \$25,000. Its operations will continue to include the production, decoration and sale of all classes of porcelain.

A NEW FIRM IN THE FIELD

The creation of a kiln that will cause both bisque and gloss kilns to be fired off from 10 to 14 hours sooner than they are under the present method, was a recent incident in the western trade that has attracted unusual attention among the sanitary and general pottery manufacturers. A system of down draft and up draft is used, it is believed, and the introduction of such a kiln will result in the saving of over \$500,000 annually to western pottery manufacturers in fuel alone. It will also increase the production, for kilns can be filled and drawn more often. Fifteen of these new kilns are now being built in the Zanesville pottery district. The kiln is the invention of an East Liverpool man.

Even taking time by the forelock won't enable you to catch up with to-morrow.

MENDING CHINA AND GLASS

AN excellent cement for mending equally well either china or glass may be made according to an old-fashioned recipe, melting and stirring together an ounce of transparent gelatine in six ounces of water, adding three-quarters of an ounce of acetic acid while holding the vessel over boiling water until it is warm through. The result is a clear cement which does for either glass or china and lasts indefinitely, if it is put into a bottle or jar with a tight cork or screw top. Before using it, warm the bottle in hot water and heat the china to the same temperature. When the fragments are stuck together with the cement, drop a little hot sealing wax across the crack, which will give temporary support until the cement shall have dried.

If there is simply a small crack, which indicates a future separation of the parts, this may be filled with a mixture of plaster of paris and gum arabic mixed with hot water to about the consistency of thick cream. When this has hardened it may be painted over.

The most interesting and, of course, the most difficult and delicate part of china-mending is restoring. If a handleless cup of precious pottery be found, a new handle may be modeled in plaster of paris and gum and touched up sufficiently well with water colors to practically restore the beauty of the cup. If possible, a duplicate should be taken from the handle of a sister cup, but if there be no sister cup, the mender must depend on his own originality. The new handle is fixed in place with cement. Before coloring prepare it with a layer of gelatine, and when this has dried, cover it with a thick wash of Chinese white. These serve as a foundation for the final colors, and when they have been applied the glazed china effect may be secured by varnishing with gum arabic and water.

GLASS FACTORY INTERESTS

It is learned that this town is somewhat elated over a rumor that the long idle Maryland Glass Etching Works are to resume operations under a stockholders reorganization plan and will be known as the Westfield Glass Co., new equipment to be installed. George Truory, who is the founder of the original plant, is spoken of as the leading spirit in the new enterprise.

The receivers of the National Glass Company have filed the second account with the Beaver County, Pa., courts. Although it has not been passed upon, it is quite probable that a third and last account may be filed.

The United States Glass Co. has, happily, re-entered the dividend list, the declaration of a quarterly dividend of one per cent. having been announced.

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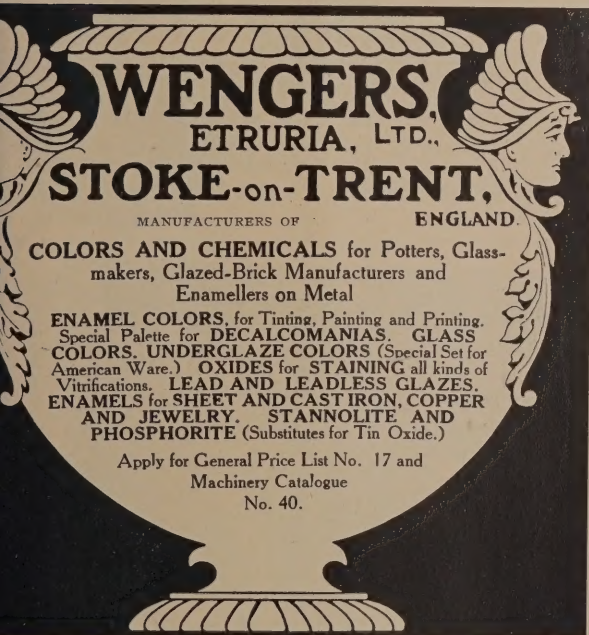
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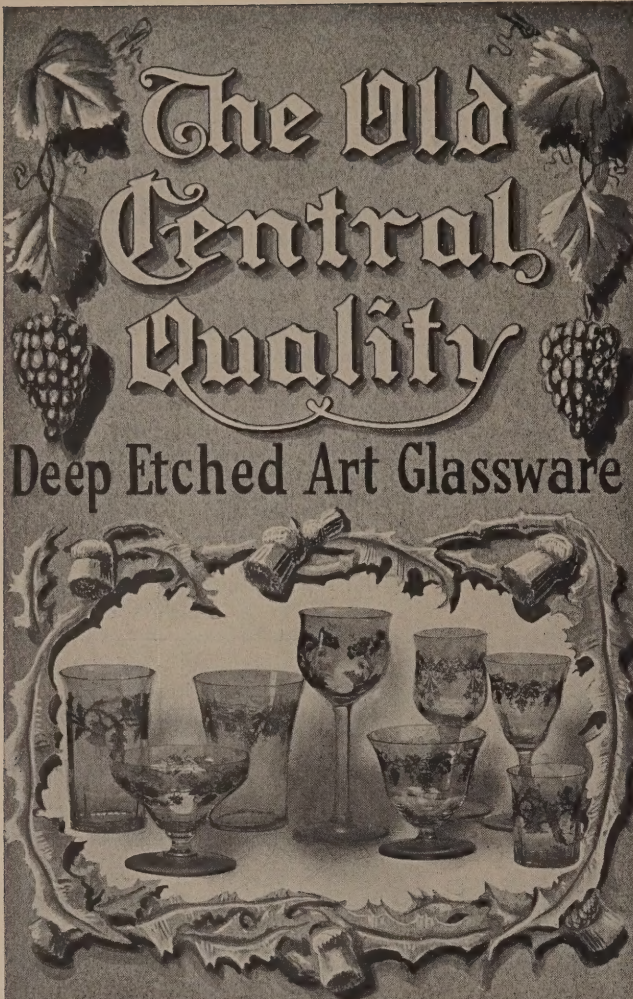
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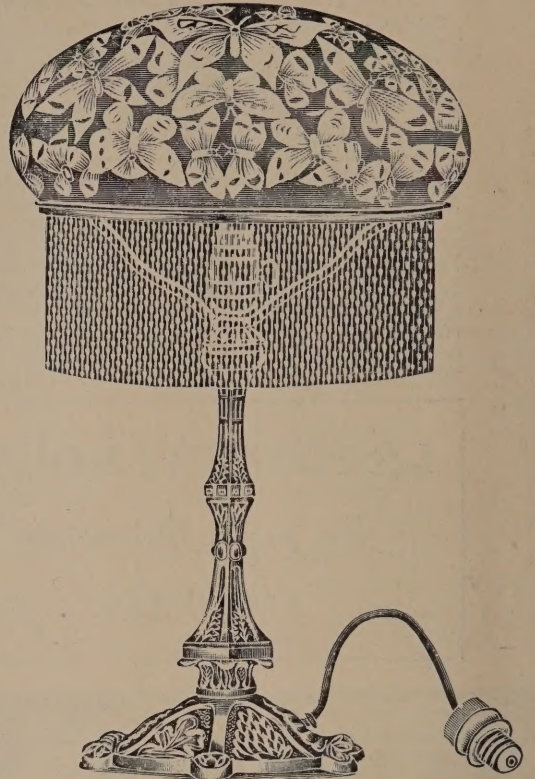
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CLASSIC BRONZE LAMPS WITH
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AN EXCEEDINGLY LARGE
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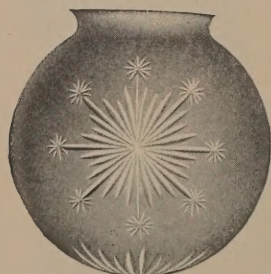
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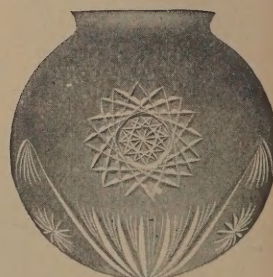
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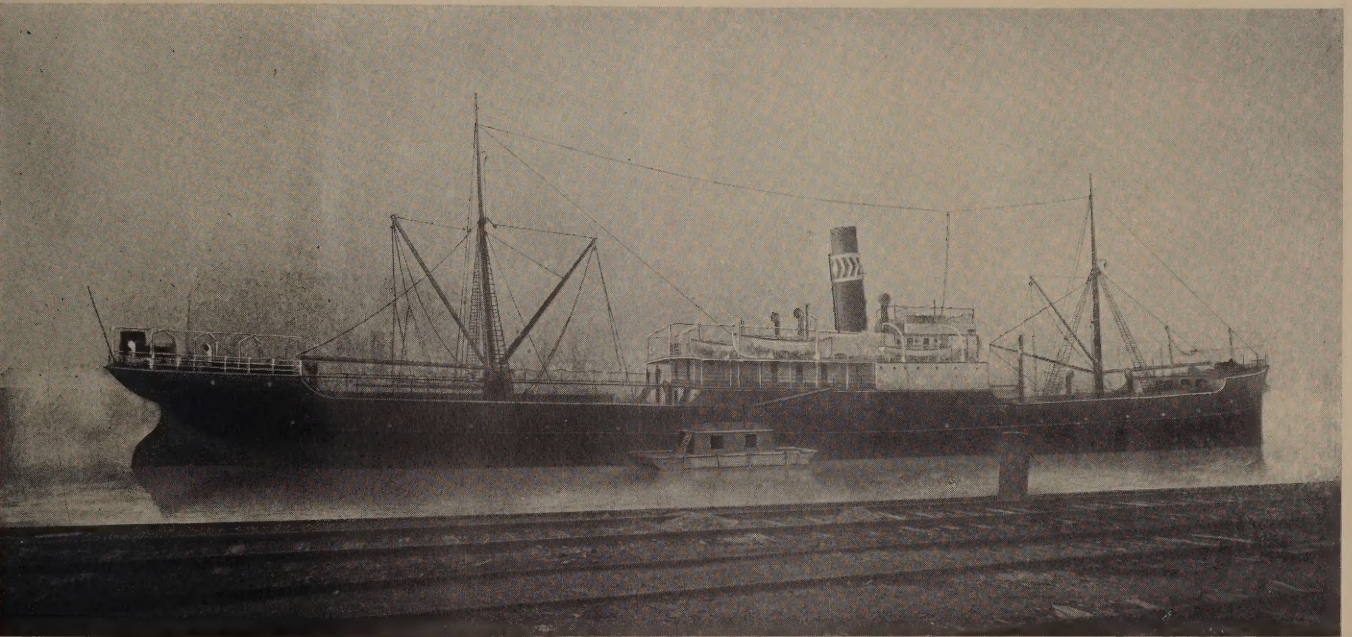


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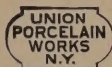
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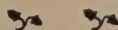
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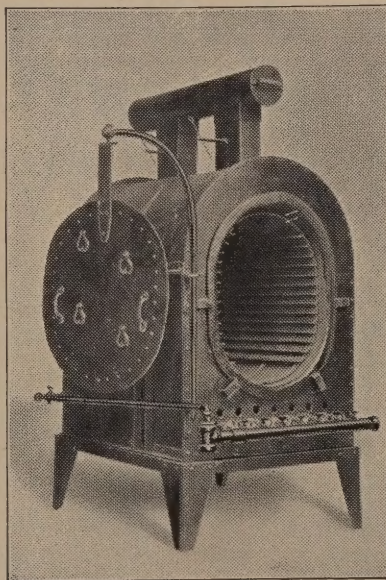
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